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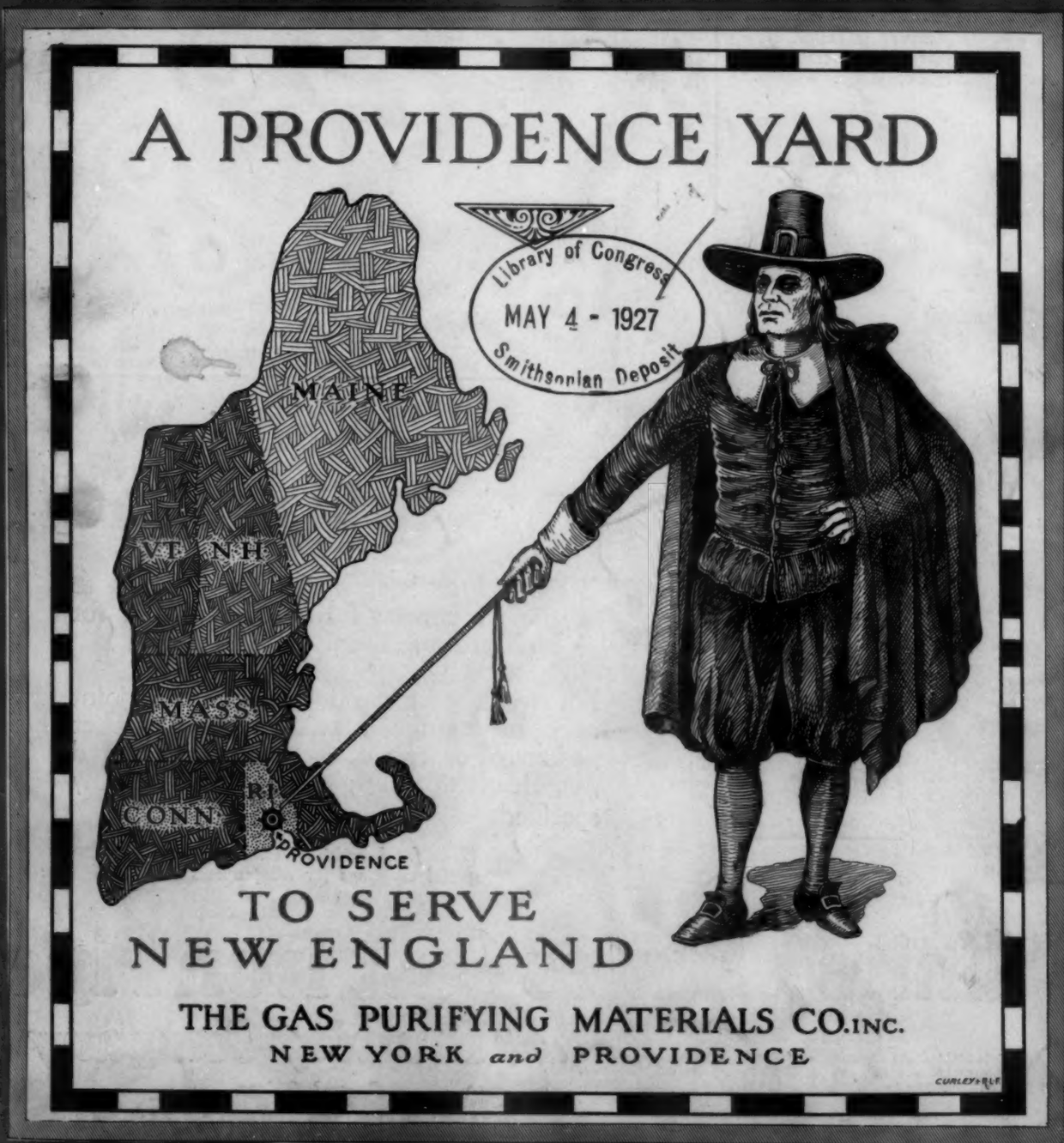

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Installation for one of the largest gas companies in the middle west. 12" plain end deLavaud pipe with Dresser type couplings.

The smooth exterior of deLavaud Cast Iron Pipe makes it ideal for use with special couplings

IT has long been a standard practice to use couplings of the Dresser type for high pressure lines.

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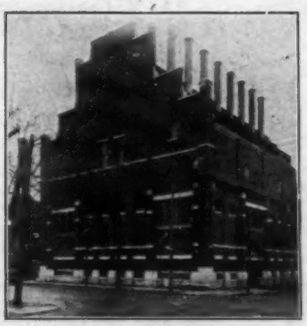
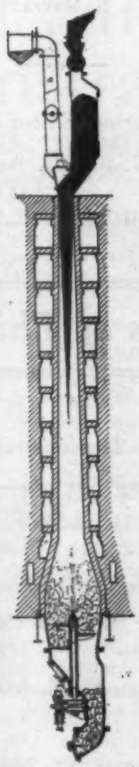
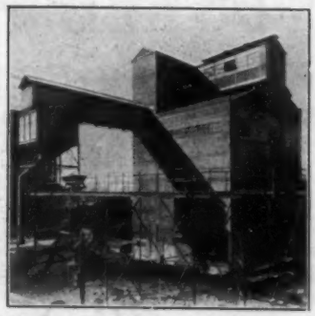
GLOVER-WEST
Vertical Retorts

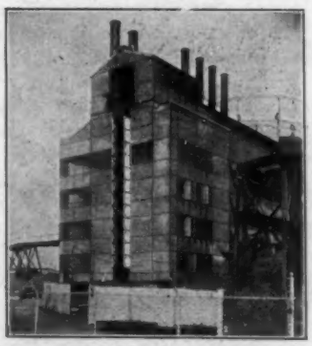


Toronto, Ont.
5,000,000 cu. ft. per day

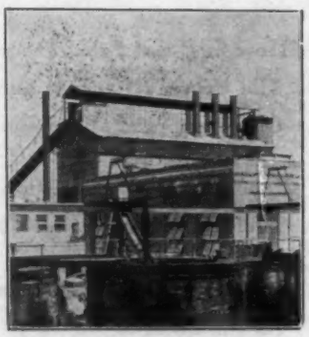




Fargo, N. D.
800,000 cu. ft. per day



Portland, Me., 2nd Plant
750,000 cu. ft. per day



Fall River, Mass.
1,600,000 cu. ft. per day

Plants *Completed* in 1926

Also Completed—Stamford, Conn., 1,100,000 cu ft.; Buenos Aires, 3,500,000 cu. ft.

Under Construction

Springfield, Mass.	2,800,000 cu. ft.
Toronto, Ont.	600,000 cu. ft.
Santiago, Chile	3,000,000 cu. ft.
Pawtucket, R. I.	1,060,000 cu. ft.
Faribault, Minn.	400,000 cu. ft.

WEST GAS IMPROVEMENT CO.

Builders of Coal Gas Plants

441 Lexington Ave. New York.

American Gas Journal

SIXTY-SEVENTH YEAR

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AMERICAN
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Established 1859— Pioneer of the Gas Industry

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How to Boost Sales Through Demonstration

Plain facts on this important sales aid

Clement White

GAS appliances are admirably adapted for demonstration purposes. This is why skilful demonstrations of gas ranges, ironing machines, etc., are a potent force in accelerating sales volume.

There is a right way to demonstrate gas appliances. The experienced salesman appreciates the need of making each demonstration convincing. He accomplishes this through painstaking effort.

Demonstration has turned more difficult prospects into enthusiastic customers than all other sales aids combined.

It requires a real demonstration to convince a difficult prospect that it is to her interests to buy a new gas range. There are two kinds of demonstrations. First, the salesman greets the prospect, learns her requirements (provided she has made up her mind as to what she needs), then briefly reviews the merits of the equipment. Then he goes a step further, and explains how the range gives economical service, and can be depended upon to cook appetizing meals. Arguments of this nature will "sell" the prospect who is interested in a range and who needs a new one; but such arguments aren't sufficient to turn the difficult prospect into a customer. In other words, extra effort is needed to win the difficult prospect's order. You need specific sales arguments which are replete with information regarding the gas range, and you need clever demonstration methods for adding emphasis to your sales arguments.

A difficult customer's attention is most easily held through demonstration.

Detailed Explanation of Range Needed

A detailed explanation of the gas range is frequently needed to win a difficult prospect's order. It is also true that a detailed explanation of the merits of modern gas appliances is the most effective means for holding the interest of the great majority of house-wives. This is due to the fact that many women are cautious buyers, when they are selecting equipment for their homes. They like to go into details regarding the merchandise. Take a gas range, for example. Isn't it likely that the house-wife should wish to know all about a range before buying it? She probably spends a great deal of her working hours in the kitchen, and if she can buy equipment that will lessen the time and work incident to cooking meals, and at the same time enable her to prepare more appetizing meals, it is to her interests to install the new gas range without delay.

It is to the salesman's interests to proceed methodically to win the prospect's appreciation. He cannot accomplish this object with an obvious statement, so he proceeds to demonstrate the range. It happens that a modern gas range is likely to sell after it is demonstrated; but this doesn't mean that the salesman can afford to depend upon a haphazard demonstration. The best plan is to go into details while explaining the outstanding features of the range. In other words, show the prospect exactly how the range operates; its superior design and construction; its ability to operate economically; its attractive appearance, and call the prospect's attention to the long service she is assured from this up-to-date range.

Demonstration Needed to Aid a Good Display

We aren't trying to give the impression that the merchandising of gas ranges is a difficult proposition. Our idea is to emphasize the importance of conducting demonstration which reduce the number of "lost sales." The ranges displayed in your showroom have sufficient points of merit to win the approval of most prospects, provided you make a hobby of systematic demonstrations. Why lead prospects to your showroom through advertising and other publicity, then turn the prospects over to a competitor? Your competitors "get the plums" when demonstration methods are slack in your salesroom.

The salesman who has a definite plan for interesting house-wives in gas ranges has a big advantage over less enterprising competitors. He shows how his line of ranges save work, conserve space, conserve time, beautify the kitchen, and permit their

owners to excel in culinary skill. Contrary to some impressions, the average house-wife is anxious to take the lead in preparing appetizing meals. Explain how she can bake prize-winning bread, cakes, pies, etc., in the oven of a modern gas range and you win her interest.

Results of Practical Hints and Ideas

Sales arguments which tell house-wives something definite and practical about gas ranges have maximum value for turning prospects into customers.

Here is a modern range on display in your salesroom and a prospective customer is approaching. Let's get busy and sell her the range! We won't let her know she is the target of high-pressure sales methods. We'll focus her attention upon the range and proceed to demonstrate the range so her interest won't lag. Let's show the prospect the quick heating, fuel saving, better baking and other outstanding qualities possessed by the range; for practical arguments of this nature convince the prospect that the gas range will make life easier and more pleasant, and that the range is a necessity in her kitchen. Throughout our demonstration we'll impress her with the genuine and lasting satisfaction assured by this range.

We will take it for granted that our prospect is up-to-date; this being the case, she will appreciate such modern improvements as the automatic oven heat regulator, and an oven bottom which really absorbs the heat and distributes it evenly, and gives satisfactory results in baking and roasting. Our prospect will also appreciate the modern lighting device. And we won't forget to call her attention to the lasting beauty of this sightly range. These are the kind of practical arguments we will employ for securing the prospect's order.

Desirable Features of Range Form Good Asset to Salesmen

An ambitious salesman finds a modern gas range has so many desirable features that the interest of the most difficult prospect can be awakened in the equipment, provided he perseveres in his demonstration tactics.

Some housewives might not stop to consider the unsurpassed service offered by modern gas ranges if their attention was not directed to the equipment through painstaking demonstrations. This is why demonstration will continue to play a paramount part in accelerating the demand for gas ranges. Owing to the fact that gas ranges are year-around "best sellers," it pays the salesman to give special attention to acquiring new ideas on demonstration. Some salesmen who formerly made an indifferent success at distributing gas ranges have gotten out of the rut, and are making good progress, through taking an increased interest in demonstrating the full meaning of gas range service.

Ironing Machines Require Demonstration

Demonstration is a major factor in selling gas-heated ironing machines. While the distributor of gas appliances appreciates the fact that modern gas-heated ironing machines are essential equipment in homes where housewives do their own washings, many housewives haven't stopped to consider the practical features of the equipment. Most prospects have a general idea that the ironing machine saves labor. What each prospect requires is definite information which convinces her that an ironing machine will play a major part in eliminating tiresome, profitless work. Demonstration is the best sales aid for proving the ability of the ironing machine to do plain or fancy ironing in "quick time." Demonstration shows the prospect that an ironing machine does the work in one-half the usual time. Moreover, demonstration proves that a modern ironing machine will iron anything, and will not injure dainty garments.

A demonstration is of maximum value for proving the adaptability of a gas-heated ironing machine for use in the average home. Whether the salesman calls on prospects, or meets them in the show room, he can secure their immediate attention through practical demonstration of the modern gas-heated ironing machine. This doesn't mean that all prospects will prove easy customers. There are several objections which may be advanced by prospects. Some prospects will state they cannot afford ironing machines. It isn't difficult to meet this argument. Show the prospect that the saving of time assured through the ironing machine's use soon repays the cost price. Focus her attention on the fact that the machine's design and construction guarantees economical service. Call her attention to the small cost of operation. These arguments have cumulative effect in convincing the prospect that she cannot afford to dispense with a modern ironing machine.

Allaying Prospect's Doubts

A prospect may state that she doubts her ability to operate an ironing machine. Demonstration will enable you to convince her that any housewife can operate an ironing machine. Show her that the machine employs the same ironing principle found on the modern ironers in up-to-date laundries, applied to a compact model built exclusively for use in the modern home. Show her that the machine presses and smooths the clothes, and gives a soft, lustrous polish to the garments and other material. Focus her attention on the fact that the machine doesn't break buttons.

Remember that interested housewives wish to know all about ironing machines, and that practical demonstration is a major aid in educating them to the worth-while service assured by the equipment.

Gas-heated ironing machines merit special attention, because so many prospects need them. In many instances housewives continue to smooth clothes with obsolete equipment, for the reason that they haven't been informed of the practical features

of the "machine ironer." During past months ambitious salesmen have "made ironing machine history" in their territories through persistent demonstration methods.

This is an opportune time for launching intensive sales campaigns with the object of boosting ironing machine sales, because so many housewives are seeking new methods for conserving time and energy. It pays to strike while the iron is hot.

Power Washers and Ironing Machines Go Hand-in-Hand

Power washers are sold to best advantage when special attention is given to demonstrating their outstanding merits. It is well to remember that many buyers of power washers will buy ironing machines. On the other hand, the buyer of an ironing machine may need a new power washer. It pays to conduct "sales drives" with the idea of furnishing complete equipment for the home laundry.

The power washer is a "best seller" when properly demonstrated. The first essential is to consider competition. There are so many firms seeking power washer trade that the gas appliance salesman cannot afford to "ease up" on his demonstration activities.

It is best to expect stiff competition, and prepare to meet it. The demand for power washers is so broad that you will find numerous customers, provided you take the lead in demonstrating the machines. Don't overlook the fact that some firms minimize the importance of demonstration. Why not profit from their mistake?

Well to Compare Old and New Washers

When you meet a prospect who is equipped with a power washer, satisfy yourself that the machine is thoroughly modern. If it is an obsolete model, demonstrate your improved washer, and make a sale through comparison of the respective merits of the two machines. Early in the interview center the prospect's attention on the fact that the quality of the washers you sell is in keeping with the other equipment in your stock. Housewives have learned they can buy "quality merchandise" from your firm. Their confidence and good will are dependable aids for winning orders where other firms have failed.

An important essential is to direct the prospect's attention to the refinements possessed by the washer you are demonstrating. Show why it will thoroughly cleanse all kinds of clothing and at the same time will not harm the daintiest lingerie. Show that the washer is built for service, and invite the prospect to give it a trial, and test it in any way she chooses. When she becomes a customer she will be grateful for your interest in demonstrating the machine's capabilities for service.

The World's Largest Subway System

Gas plays important part in its shops

J. B. Nealey

IN addition to being the world's most extensive subway system, the Interborough Rapid Transit Company serving New York City and environs is probably the fastest and most efficiently operated railroad in existence, steam or electric, and it is only twenty-three years old. This system boasts of 385.81 miles of single track, of which 247.22 miles are subway and 138.63 elevated. Approximately 4,000 cars are operated on the various lines and on an average week day 2,750,000 people are transported in the subway and 1,000,000 on the elevated. Some 15,000 employees are required to man this system, which affords the longest ride for a nickel of any road in America, or some 27 miles. For this sum one can ride from a point in Brooklyn to the upper Bronx, near the city line.

The lowest point on the lines is at a place in the Queensboro tube, which is 104.33 feet below mean high water in the East River, while the highest point is on the elevated at 110th Street and Eighth Avenue, which is on a level with the roofs of the five-story buildings.

The two points of heaviest congestion in the world are Times Square and Grand Central Station, New York City, both places being served by the Interborough Rapid Transit subway lines. In the rush hours it requires from 84 and 98 platform men to

Gas-Fired Automatic Steam Boiler and Cleaning Tank For Removing Dirt From Heavy Parts

handle the crowds on the platform at Times Square and from 57 to 77 at Grand Central.

Babbitt Room. Note Row of Ten Gas-Fired Soft Metal Furnaces

A trained personnel and an excellent roadbed contribute to the high operating efficiency, but the greatest factor is undoubtedly the rigid system of inspection and maintenance. Inspection shops are located at the principal terminals. When a car has been operated 1,000 miles it is thoroughly inspected and parts adjusted.

Gas Equipment

A gas-fired steam boiler, provided with an automatic control which maintains a constant and uniform steam pressure and water level at all times and without the attention of an operator, is used in the machine shop for blowing dirt and grease from motor housings. Close by is a hot water cleaning tank nine feet long and four feet wide and deep. The heating apparatus for this tank consists of a single pipe coil placed inside and near the bottom with the flange bolted on the outside. A pressure gas burner fires directly into the coil, through the flanged opening, while the other end of the coil rises through the water and connects with a pipe which discharges the products of combustion outside the building.

A building adjoining the repair and truck shops, on the northerly side, houses the wheel and axle shop, babbitt room, compressor room and heating plant. The babbitt room contains ten soft metal furnaces, two of which have 26-inch pots and the rest 20-inch pots. Here is carried on the work of babbitting axle linings, which is accomplished by placing the axle linings and journal brasses in moulds and pouring in the melted alloy to the depth of 1/16 of an inch. These furnaces are heated by gas which has been raised to about three pounds pressure by a special blower and entrains the right amount of air for complete combustion. The gas is automatically regulated to obtain a uniform temperature. Pyrometers are furnished for checking up the temperatures and an exhaust fan removes the fumes through hoods and exhaust pipes. A unique safety device in the form of an automatic shut-off valve on the gas line is supplied. If for any reason the gas booster motor should fail this valve will automatically cut off the gas supply. Strict orders are in force to turn off the gas valves of each furnace before resetting the automatic emergency valve. In this way the accumulation of too much gas in any one combustion chamber prior to lighting is obviated.

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OBTAINING AND IMPROVING GOOD-WILL OF CUSTOMER*

Good-Will One of the Most Valuable Assets—How It Can Be Fostered

By DeWitt Clinton,
Treasurer Worcester Gas Light Company

PROBABLY it is safe to say that during the past few years no phase of public utility activity has received more attention and consideration than that of obtaining and improving the good-will of our customers. The change in the attitude of our utility toward our customers has been fully as great if not greater than any change in the manufacture or sale of our product. The results of co-operative effort on the part of the employees connected with our companies to secure and maintain the respect and confidence of our customers has indeed been gratifying. In order to obtain and maintain good-will there must be a spirit of service running through the entire organization. If all of us who are employed by a public utility would thoroughly understand that, first of all, we are selling our service to our company and that through us the company expects to sell good service to our customers, then improved service and good-will, which means better relations with our customers, will result.

All Employees Are the Company

While most of you men in this room constitute the sales force of your organization, I would like to impress upon you that every employee who comes in contact with the public is a real part of the selling organization, for they are constantly selling a very definite and tangible thing—service. We all should know and take into account that in the eyes, and indeed in the minds, of our customers, the meter readers, the application clerks, the tellers, the adjustment clerks, the bill collectors, the telephone operators, the men who install new apparatus and those who keep the appliances in good working condition, as well as our salesmen, all are The Company. These men and women have it within their power to create a friendly or an antagonistic feeling on the part of our customers.

I think we all agree that the "public be damned" policy has gone forever and a policy of "public be

* An address given before the Gas Sales Division of the New England Gas Association on Friday, April 8, 1927.

pleased" has taken its place. Our task is to help make our own individual company policy the "public be pleased" variety and make it 100 per cent true.

Arbitrary Attitude of Employees

We realize and acknowledge that up to a comparatively few years ago employees of gas and electric companies from the office boy to the president were apt to be arbitrary, cold and non-responsive. Rules and regulations were rigidly enforced, and if a prospective customer for either gas or an appliance did not like us, he was made to understand that he did not have to become a customer of ours. Great strides have been made toward abolishing this attitude, but up to a few years ago it is my judgment that one could go into most any city and take up a telephone, asking for the gas company's complaint department, trumping up some supposed complaint to give the clerk answering the telephone "hell" about it, and there was no question but that he would get "hell" in return.

Educating Our Customers

For many years our public utilities did not attempt to sell anything but a commodity. We billed the customer for the amount of gas consumed each month. The customer paid the bill and that was all there was to it. Our real interest stopped at the cashier's desk. Gradually it dawned upon us that we were selling in addition to the commodity a second product—service—and in order to give service to the customer we began to look about and take an interest in his appliances to see if they were giving satisfaction. A little later on we furnished instructions to our customers as to the proper use of the gas range and the preparation of food. In fact, we inaugurated the system of "follow through" in all departments, domestic, commercial and industrial. We began an education of our customer so that he would look upon gas not as so many cubic feet of something that he would have to pay for at the end of the month, but in terms of usefulness, satisfaction and comfort it brings to him.

Education of the Public

Right in line with this education of our customers comes a broader phase, the education of the public. The greatly increased respect and confidence of the public toward our industry is not confined to any one locality or to any one state—it is nation wide. A goodly share of the credit for this is due to publicity—or call it advertising, if you will—but, strictly speaking, it is not advertising.

In years gone by, and not so many years ago, what happened in the gas industry was considered strictly our own business, and nobody's else. The only publicity we received was when a newspaper could ride and knock us for some either real or fancied fault or act. We seemed to be wholly at the mercy of every cheap politician. We kept all the good news to ourselves and generally any bad news leaked out through some source other than official, and, whether we were entirely at fault or not, we officially kept silent and got stepped on good and plenty. Rather suddenly we awoke to the tremendous amount of ill will which this attitude was creating and at the same time the possibilities of building up much goodwill through this same source—publicity.

A newspaper man of long experience in my city, who is an old friend of mine, in talking on this subject, told me the other day of what he called the extraordinary change which has taken place in newspaper offices in their feeling toward companies such as ours. In the old days—and that was not many years back—he said, the gas company official and the reporter were natural enemies. Reporters who handled this class of news, usually men of the better class, picked by their employers because of their trustworthiness and accuracy, were rebuffed and snubbed and even insulted by utility officials. Denials of things which were facts, half-truths, "covering-up," refusals to make any sort of statement, a general attitude of distrust of the motive of the inquirer, and of "the public be damned," engendered anything but a feeling of friendliness and helpfulness. Instead there was created the very human desire to hit back, and opportunities to hit back came.

News Gotten by Roundabout Means

News of issues of new stock, what happened at stockholders' or directors' meetings, dividends, changes of rates, annual reports, accidents and the like had to be obtained as a rule from other than official sources. The news had to be got, and if it could not be reported correctly, then it had to be reported as close to correctness as possible. Naturally this sort of thing hurt the companies more than it did the newspapers. The public's opinion of the utilities was based on this dangerous basis.

Today, said my newspaper friends, the newspaper's relations with a gas or electric company differ little from relations with any other business, banking, industrial or commercial. The newspapers are given the confidence of the utility officials. News is issued promptly and facts related frankly. It is no longer a relationship of enmity, but of co-operative friendship.

Customer and Employee Ownership of Stock

I think I should say just a word to you about the possibilities of building up good-will through customer and employee ownership of stock of the company. By stock I wish it understood that I referred to preferred stock or employees' stock with a fixed return, and not the common stock of the company. While I do not care to enter into a discussion of the merits of this question, I have always felt that I would hesitate to urge either a customer or an employee to buy common stock. Of course, while I would welcome and be pleased to have all our customers and our employees own some common stock of the company, I feel the fluctuations are so great that I would prefer they acquire the common stock on their own initiative. However, many companies

have found that the sale of their junior securities has promoted and created a cordiality of relationship and understanding between the utilities and the public.

I am going to illustrate the point by just one story, told by an official of one of our large railroads, who said that near a certain point, where two of his division lines crossed, was quite a prosperous residential community. In it was an elderly spinster who continually complained about the noise made by signals of locomotive bells and whistles.

She finally brought her case to our friend, who, after listening to her tirade very patiently, said that he would be able to correct the noise she was subjected to, if she would follow his directions. This she agreed to do; all the while, though, impatient to learn what his advice would be, or what action he would take. To her surprise, he suggested that she go to her broker and buy ten shares of stock in his railroad, he agreeing to purchase them from her at any time she wished to dispose of them within the following year at the price she originally paid for them.

About a month later she called on him again and said, "I think I have made a good purchase in buying your stock, and, furthermore, your engines do not annoy me any more. I used to lay awake at night, inviting sleep in every possible fashion, without success, but since I bought my stock, each noise that is made by your engine indicates an activity in your industry that is reflected in the returns I get on the money made by your company."

Salesmen Can Build Good-Will

In talking with your Governor, Mr. Webber, he suggested that I stress the improving of our relations with our customers, especially through the office, service and installation departments, and as I am talking before the Sales Association, I will endeavor to bring out a few points where I believe our relations can be improved through the contact of our sales department with our customers. Each of these separate contacts is very important, but the co-ordination of the entire working force of all departments is especially important. So that in a talk on this subject, it is hard to confine oneself strictly to one department, as permanent good-will must be brought about by all and not by any one particular department. Many times one thoughtless employee will tear down in one contact more good-will than the entire organization can build up in a whole month.

For instance, all of us in this room know how much good-will is built up when, after a salesman has sold a beautiful white enamel gas range, the range is delivered to the customer covered with greasy handmarks, or with the enamel chipped, or perhaps a part broken or missing. The salesman has built up good-will and the installation department has ruined the good-will and turned it to ill-will. The stove, or whatever the appliance sold may be, should be delivered to the customer in just as fine and perfect a condition, and present the same appearance as the appliance which was exhibited in the showroom, and it is the business of the installation department to see that this is true in each case. If, through any mistake, defective or damaged appliances are delivered, then there should be no delay whatever about the replacement. It should be replaced cheerfully, willingly, promptly; never reluctantly.

Conduct Your Business Fair to All

Our company may profess to desire the good-will of the public, but our customers soon know whether we are sincere or not in our professions. And thus the employees who come in contact with the public are the very ones the management must depend upon to prove that we are sincere and are striving to give the largest measure of service possible. However, I sometimes fear that some utilities think the public is some loud-mouthed political blatherskite who makes a lot of noise and trouble for the company—and who should, metaphorically speaking, be kicked out of the office on his head—and I am free to say that I am not sure but what more good-will would be created for the company if some such treatment were given just such a misrepresentative of the public. The sooner this class of customer knows that he will get no special privilege and nothing more than any other customer, the sooner you will have his good-will—at least, you will have his respect down in his heart and you will have strengthened the good-will of your thinking customers. If you conduct your business honestly, courteously, without fear or favor, in a businesslike manner, catering to no chronic kickers, but being absolutely fair to all of your customers, you will be conducting your business in a manner approved by the general public and will without question create good-will.

I have found in talking with gas men that many of them believe good-will is principally obtained by satisfying or placating their dissatisfied or complaining customers. I contend that the obtaining and improving of good-will should be placed on a much broader basis and is the result of long and steady effort on the part of the entire organization.

Office Contacts

In considering the office contacts I am including the meter readers, the bill distributors, collectors, tellers, application clerks and the telephone operators.

Perhaps none of them has as constant and regular contact as our meter readers. Much thought has been expended on getting good-will through the meter readers. About two years ago at the convention of the American Gas Association I heard a description of the method of reading meters given by the manager of one of our companies in Massachusetts. It sounded very radical; in fact, to some of us, ridiculous. In the case cited, the meter reader was expected to ring the back door bell and it was his business to get acquainted with the family. If he found that any member of the family was sick he was to get the name and make a note of it in his

meter book. The next month when he called he was instructed to ask as to the health of this member of the family, giving the name, who at his last reading was ill. He was expected to ask if there was anything he could do, some errand or any other service that he could perform, going as far as minding the baby while Mrs. Smith goes down to do some shopping. To my mind this may be service, but it certainly is not business, and I fear that not many of our companies in New England have followed the lead of this company.

It is hardly necessary to say that in order to build up good-will through our meter readers they must be courteous at all times. This adjective does not apply to meter readers only. It applies to every person who comes in contact with the public. Without it we do not advance one particle on improving our public relations. Of course, owing to the nature of their work, our meter readers cannot dress the same as our salesmen or our inside clerks. They can, however, always look neat and respectable.

Bill Distributors and Collectors

We in Worcester feel that we give our customers a real service by sending out our bills in certain districts where the preponderance of our customers do not pay by check and allowing the customer to pay the bill distributor, who in this case becomes the collector, although no forced collections are ever made when the bill is sent out by a man of this class. It gives the customer the opportunity to pay if he so desires, and many of our customers appreciate this service and pay on presentation of the bill. In rendering this service we feel that we are building up the good-will of our people.

Tellers

The tellers who receive the money in the office come in constant contact with our customers and have a great opportunity to increase good-will. The teller must use infinite patience and must never allow any remark to ruffle their feelings and reply in kind. Many times in paying a bill, especially if the bill is a little larger than the customer thinks it should be, he makes some slurring remark to the person receiving the money, but with diplomacy the customer can be made to leave the office feeling that his remark was uncalled for and unjustified. We have all heard and read a great deal about the value of a smile and a thank you. The teller's window is one particular place where these become of great value.

Application Clerks

At the application counter the clerks must be imbued with the fact that the company desires the business of every customer and that it not only desires it, but values it. Many times this is the first contact which a customer has with the company and, as the old saying goes, "First impressions are lasting," our efforts should be to give a cordial welcome to the new customer and make it as easy as possible for him to do business with us. Do not lay any stress on the rules and regulations of the company. Tell him politely just when his meter will be set. The company should have a program of setting all meters so that when an application clerk states that a meter will be set at such and such a time there will be no question but that his promise will be fulfilled.

Adjustment Clerks

The old name for our adjustment clerks was complaint clerks. Most of our companies are endeavoring to get away from the word complaint. The adjustment clerk certainly has a hard job and it requires a rather clever man to fill the position satisfactorily. Most customers are honest in their contentions and a clever adjustment clerk will listen attentively and respectfully and show interest in what the customer has to say. He will endeavor to get the customer's viewpoint and will make no decision until he gets the facts. When he gets the truth he can make his argument to the customer on a basis which cannot be disputed and generally will be accepted by the customer in the spirit in which it is given, whether the decision be for or against the contention of the customer. The clerk must remember at all times that the company wants only what is right and just. We all know that by giving the customer more than he knows deeply down in his heart that he is entitled to, we really do not gain any permanent good-will. More than likely your customer will call you an "easy mark" and will not bear the same respect for your business ability that he would had you given him a less amount in keeping with the facts.

I am not one who believes that the proper attitude of the public service corporation is expressed in the slogan, "The customer is always right." He honestly things he is right and he will think so until the gas company supplies the necessary facts to convince him of his error.

On the other hand, we know full well the company can and does make mistakes, and I am sure in all our companies we are glad to admit errors and correct them at once.

The difficulty in the adjustment clerk's job is in handling a customer who comes with an ill-founded complaint or with a request that the company cannot in reason grant. In situations such as these comes the real test of the ability of an adjustment clerk to create good-will and at the same time safeguard the interests of his company. If he has the right qualifications, in most every instance the customer who, when he came in, honestly believed he had been treated unfairly and had a real grievance, will be sent away from the office entirely satisfied that the company had done the right thing and was fully justified in its position.

Telephone Operators

In considering the subject of contacts with telephone operators, I think it wise to include not only the operators, but all employees who use the tele-

phone in any contact with our customers. We should remember that in the case of the telephone it is the voice alone which must be depended upon to convey to our customer the attitude of the company, and the tone of voice, the choice of words and the clearness of statement becomes of great importance.

In a talk on Public Relations given by Ex-Governor Cox at the American Gas Association convention last October, he stated the director of public relations in his company, the First National Bank of Boston, considered the use of the telephone of such importance in building up good-will that he placed upon the desks of all people using the telephone certain instructions regarding its use. At first the ex-Governor felt that they were picking on him and he wondered what was the matter with him. But he soon discovered that all persons using the telephone received the instructions and he found that the results were very gratifying and some definite improved relations resulted.

Every time we take up the telephone we should remember that we are selling service, whether we are a salesman, the office manager, or an official of the company. Our voice should reflect cordiality and interest in what the customer has to say.

Now just a word as to the importance of the telephone operator in building good-will. In attempting to describe the qualifications of an ideal telephone operator, one would be obliged to use the superlative degree of many adjectives. Here, if anywhere, in a utility, the old saying comes true, "The voice with the smile wins." A goodly percentage of the first contacts the customer has with a utility is through the telephone switchboard. Oftentimes the voice of the operator and the manner in which the message is received have built up good-will before the name of the customer goes on the books. Delays in answering calls are annoying. A few seconds' wait with the telephone to the ear seems to some people an eternity. Good-will is not built up by the operator delaying to answer a call because the office boy has not finished a good story, or because her gum won't stick in its regular parking place.

I could go on for a long time and enumerate the bad qualities which sometimes show up in an operator, as well as to describe the qualities necessary to produce good-will with our customers. But suffice it to say that a telephone operator's place in the building up of good-will in any public utility is by no means at the bottom of the list, but in my estimation has a place in the sun.

Installation and Repair Department Contacts

I doubt if many of the employees who do work upon the premises of our customers realize the tremendous amount of good-will which is built by their conducting themselves on our customers' premises and doing their work the same as they would like to have men conduct themselves and work in their own homes. Very little if any good-will can be gained by having the installation or repair men walk into a kitchen with muddy feet and greasy hands. Oftentimes it is the little things, the little courtesies that these men can perform, which give the housewife a splendid impression of the whole company.

What kind of an impression do we get when men come to our homes to do some repair work or to set up an appliance, and leave with the job half finished and no word as to when they will return? How much better it would be if these men were instructed and took a pleasure in requesting the use of a broom, leaving a neat kitchen with no dirt behind them, and saying courteously, "We are unable to finish the job this afternoon, but we will be back at 8 o'clock tomorrow morning, and the job will be completed by such and such a time." After all, is not this a courtesy to our customers, not to be used occasionally, but in every case—invariably.

If, as sometimes happens, the fitter is unable to go back at the time stated to the customer, notification to the customer should always be given, so that they will know we attempted to keep our promise, and again a definite time should be given as to when they will come back to finish the job.

(Continued on page 18)

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The Home of the Energetic B.t.U.s*
In the big gas holder, billions of B.T.U.s are stored awaiting your call. A turn of the valve brings these little fellows, thru the pipes, for any service. Silently and effectively they do their work.
They will make your ice. They heat the water, cook your food. They burn refuse, dry clothes and heat the entire house.
Your Gas Office has the best appliance for every home purpose. If you prefer, our representative will call.
*B.T.U. means British Thermal Unit, which is the unit of heat measurement.
When you consume a cubic foot of gas you use in your appliance 540 B.T.U.s.
The army of B.T.U.s is at your service.
Telephone: TRIangle 7500
The Brooklyn Union Gas Company

"THE HOME OF THE ENERGETIC B.T.U.'s"
An Ad Telling of the Service of Gas in the Home and Factory and also Defining a B.t.u.

Southern Gas Association Holds Nineteenth Annual Meeting

Timely papers and addresses feature successful meeting in Atlanta

ONE of the best meetings ever held by the Southern Gas Association took place in Atlanta, Ga., at the Atlanta-Biltmore Hotel, on April 19, 20 and 21. A large attendance was favored with the reading of a goodly number of timely papers and addresses by men of prominence in the gas industry. The sessions opened on the morning of the 19th and after an address of welcome by I. N. Ragsdale, Mayor of Atlanta, which was responded to by genial "Joe" Taylor, formerly of the South, but now of Boston, Mass., President A. E. Merchant addressed the meeting.

Mr. Merchant outlined the growth of the association and spoke optimistically of the future of the gas industry. He stated that in the future gas would be looked to as the best and most economical fuel possible to obtain. Prediction was made by him that gas refrigeration would be common within the next five years and that house heating by gas would also become universal in this country. He traced the progress gas is making in its utilization to the end that the smoke nuisance will be eventually eliminated.

A. E. Merchant

The first paper was read by Miss Julie Pailet, chairman of the Women's Public Relations Committee, New Orleans, La. It was pronounced one of the best papers ever presented before a gas convention on the particular subject. Miss Pailet told how the gas company in New Orleans is taking an interest in the school children by way of instituting trips to the various plants where a human interest talk is given. By this means it is felt that as these pupils grow into adults they will better appreciate what the gas company is doing to assist in civic and home development. This paper will be published in full in an early issue of the American Gas Journal.

Mr. F. A. Brine, general auditor of the Georgia Power Company, read a paper on the "Value of Financial and Operating Statements," in which he detailed the activities of his department. He extended an invitation to any of those present to call at his office and examine their methods of carrying out the work and the forms and records involved.

The entertainment features for Tuesday afternoon included a trip in buses to Stone Mountain, where the huge memorial to the Confederacy is being carved in the face of the mountain. The golf fans were particularly happy, due to the good weather as well as to the availability of three excellent courses on which to better their game.

Secretary's Report Shows Increase in Membership

On Wednesday morning the annual report of Mr. J. P. Connolly was read and accepted. This showed a healthy increase in the membership, which constitutes the backbone of any association.

A paper that evoked much interesting and enlightening discussion was presented by Charles Leech, general superintendent of the Macon Gas Company, on the subject "Gas Meters From a New Angle." Mr. Leech brought out pointedly the bearing of each and every meter reading on the company's income; also the various agencies that might cause meter inaccuracy. He stated that if only a conservative 3 per cent of unaccounted for gas were charged against slow or stopped meters it would represent a volume of gas equal in value to the gross revenue of a company the size of the Savannah Gas Company. This statement was made on the basis of the unaccounted for gas in seven of the Southern States.

Report on Gas Engineering Course at Johns Hopkins University.

Mr. E. L. Rieha, chairman of the Committee on Gas Engineering Chair, Johns Hopkins University, Baltimore, Md., read his report, which went on to trace the growth of the course, which is now in its third year. It was originated by the Southern Gas Association and has been largely supported by the gas men of the South, with some assistance from other sections. The results obtained to date, the report brought out, show how the gas industry as a whole will greatly profit by reason of the men turned out as graduates from this course.

Dr. W. J. Huff, head of the course, also outlined the importance of the work being done along research and other lines, stating that the course as a whole was eventually to be a big feature of the engineering training at the university.

Mr. Charles Person, representing the American Gas Association, said a few words about the A. G. A. Testing Laboratory at Cleveland, Ohio. He pointed out that there are now 244 manufacturers of gas ranges in the United States, 99 water

heater manufacturers, 141 space heater manufacturers and 36 firms making gas-fired house-heating furnaces. Some of these manufacturers are building inefficient appliances, and in order to protect the public certain cities have passed ordinances fixing a standard for gas appliances sold. He stated that recently the city of Hartford, Conn., had passed such an ordinance and it followed the standards of the A. G. A. Laboratory. Incidentally he gave credit where it is due when he stated that the success of the annual meeting of the American Gas Association was largely due to that great body of manufacturers of gas plant equipment and appliances who exhibited their products in such large numbers at the annual meetings.

"Space Heating"

Mr. George M. Schlatter, sales manager, Jacksonville Gas Company, was the author of a paper on the ever interesting subject of house heating, its title being "Space Heating." This brought out that, particularly in the South, the salesman should never underestimate the radiation necessary for a particular home, but rather prescribe a trifle more than necessary. The paper further showed that the items of dust elimination, with the subsequent savings on house furnishings, is a talking point of great moment. The proper rate structures as well as the servicing of installations were given consideration in this paper.

An address on "Education" by Mr. E. S. Dickey, Baltimore, Md., as well as papers on "Industrial Gas," by Mr. O. H. Reynolds, Chattanooga Gas Company, and "District Men as Salesmen of Service and Good-Will," by Mr. H. M. Pace, assistant to vice-president, South Carolina Power Company, were included in the Thursday session.

The officers elected for the coming year are as follows:

Preston S. Arkwright, Atlanta, Ga., president.

Roy A. Zeigler, Jacksonville, Fla., first vice-president.

M. L. Kane, Atlanta, Ga., second vice-president.

J. P. Connolly, Charleston, S. C., secretary-treasurer.

Directors:

R. Curzon Hoffman, Jr., Baltimore, Md.
C. M. Crawford, Augusta, Ga.
S. L. Duckett, Charlotte, N. C.
A. D. Whitaker, Atlanta, Ga.
John J. Gannon, St. Augustine, Fla.
D. H. Lavan, Savannah, Ga.
E. S. Dickey, Baltimore, Md.
S. W. Brown, Key West, Fla.

Jacksonville, Fla., was the city chosen for the convention in 1928.

MAY

W. H. Matlack

May is the month when the furnace is shut down and "pa" misses the coil in the furnace, and mother has to heat water for dishes on the top of the stove, to say nothing of the teakettlefuls for bathing purposes. May is the ideal month to push the sale of water-heating appliances.

Some merchandisers start off the water-heating season with a sale of the automatic storage or automatic instantaneous (self-action) type of heaters and follow in June with a sale of the circulating type, while others reverse the order. Either plan works well if the sale of these appliances is planned to sell hot water service. May sales of ranges are also good, and it is a mistake not to devote some advertising space and window display effort to this appliance, even if your main drive is to sell water heaters. The gas-heated ironer and washer also should be exploited in May. A great many gas merchandisers are now cutting the sales periods to one week or two weeks rather than spreading it out over thirty or sixty days, maintaining that a wider range over a shorter period gives better results and more volume.

FACTORS AND INFLUENCES THAT PROMOTE THE SALES OF GAS FOR HEATING*

By G. C. Carnahan,

The Peoples Gas Light & Coke Co., Chicago, Ill.

(Concluded from page 414, April 23 issue, American Gas Journal.)

Calculations of Factors for 70 Degree Hour Heat Requirements

It is customary in many cases to calculate the hourly heat losses from a building on a basis of a 70° difference between the inside and the outside temperature. In these cases dividing 149,040 degree hours by 70 gives a factor 2129, which, multiplied by the hourly heat loss calculated on the basis of a 70° temperature difference, also gives the total heat loss per season.

If the heat loss is figured for an inside temperature of 70° and an outside temperature of minus 10°, the 149,040 degree hours should be divided by 80. This gives a factor of 1863 which should be used in connection with heat losses and radiation figures

* Presented before the Joint Convention of Illinois Gas Association (23rd Annual Meeting), Illinois State Electric Association (26th Annual Meeting), and Illinois Electric Railways Association (18th Annual Meeting), March 17 and 18, 1927, at Springfield, Ill.

which are based on minus 10° outside temperatures.

Similar constants can be worked out for any climatic conditions other than those corresponding to Chicago by the use of the United States Weather Bureau reports.

The cubic feet of gas required per season will be the yearly heat loss in B.t.u. divided by the available B.t.u. per cubic foot of gas. The available B.t.u. per cubic foot of gas is the total heat content of the gas times the efficiency of the heating plant.

The cost of the gas per season in dollars will equal the cubic feet of gas required per season times the average price of the gas in dollars per cubic foot.

Degree Days Used in Forecasting Gas Bills

In making estimates the unit combining temperature difference and time is the degree hour. In making yearly forecasts from the monthly gas bills, the larger unit, a "Degree Day" is used. A "Degree Day" is a day in which the average outside temperature is one degree lower than the average inside temperature. Since forecasting from monthly gas bills is based on ratios and proportions, seventy degrees is used as a standard average inside temperature.

The average outside temperature during the heating season for Chicago is 38.0° and the season extends over 230 days. Therefore, a normal heating season in Chicago consists of 230×32 or 7,360 degree days. If a certain period of time; for example, one month, has an average temperature so as to be equivalent to 736 degree days, the gas consumed for that period should be equivalent to 10% of the gas consumption for a normal or average heating season. Similarly, 368 degree days would be 5%; 1104 degree days would be 15%; 1472 degree days would be 20% of a heating season, and so on.

Monthly Fuel Requirements in Per Cent

The average monthly temperatures together with the monthly fuel requirements for a normal heating season in Chicago are as follows:

	Temperature	Per Cent
October (4-31)	53.4°	6.3
November	40.1°	12.2
December	28.8°	17.4
January	23.7°	19.5
February	26.3°	16.6
March	35.3°	14.6
April	46.9°	9 4
May (1-21)	55.8°	4.0
		100.0

These figures for the monthly fuel requirements in a normal season are, of course, average figures. They may vary somewhat from month to month and, in fact, even the yearly fuel requirements may vary five or even ten per cent from the normal. These variations are not serious as they can be readily explained to customers.

Daily Fuel Requirements in Per Cent

Some gas meters are read on every working day in the month and, therefore, over 90% of the meter readings are for periods other than calendar months. Provision must be made for calculating the fuel requirements for any period of time as compared with the requirements for a normal heating season. For this purpose, a record is kept of the average outside temperature for each day. This figure is subtracted from 70° and then divided by 7360. The quotient, when multiplied by 100, is the per cent of a normal season's fuel required for that day. For example: If the average outside temperature for December 25th was 20°, the average temperature difference between inside and outside for the day was 70° — 20° or 50°; hence, December 25th was equivalent to 50 degree days. The fuel requirements for December 25th in per cent of the requirements for a normal season is $(50 \div 7360) \times 100$ or 0.68%.

If a customer uses 50,000 cubic feet of gas in a month during which the fuel requirements were 20% of the requirements for a normal season, it naturally follows that the gas consumption for the normal season will be 5 times 50,000 cubic feet or 250,000 cubic feet.

Similarly, if on the December 25th mentioned above, a customer had used 2,000 cubic feet of gas, the total consumption for the season would then be

$$2000 \times \frac{100}{0.68} \text{ or } 294{,}000 \text{ cubic feet.}$$

The following table gives the per cent of the season's fuel requirement corresponding to the average temperature for a day based on a heating season of 7360 degree days.

Outside Temperature	Per Cent Per Day	Outside Temperature	Per Cent Per Day
70° F	0.00	29° F	.56
69	.01	28	.57
68	.03	27	.58
67	.04	26	.60
66	.05	25	.61
65	.07	24	.63
64	.08	23	.64
63	.10	22	.65
62	.11	21	.67
61	.12	20	.68
60	.14	19	.69
59	.15	18	.71
58	.16	17	.72
57	.18	16	.73
56	.19	15	.75
55	.20	14	.76
54	.22	13	.77
53	.23	12	.79
52	.24	11	.80
51	.26	10	.82
50	.27	9	.83
49	.29	8	.84

Outside Temperature	Per Cent Per Day	Outside Temperature	Per Cent Per Day
48	.30	7	.86
47	.31	6	.87
46	.33	5	.88
45	.34	4	.90
44	.35	3	.91
43	.37	2	.92
42	.38	1	.94
41	.39	0	.95
40	.41	—1	.96
39	.42	—2	.98
38	.43	—3	.99
37	.45	—4	1.01
36	.46	—5	1.02
35	.48	—6	1.03
34	.49	—7	1.05
33	.50	—8	1.06
32	.52	—9	1.07
31	.53	—10	1.09
30	.54		

By means of this table it is a simple matter to note the average temperature for any day and find the percentage of a normal season's fuel requirements which would be used on that day.

Tabulation of Daily Percentages

In tabulating the daily percentages of the season's fuel requirements, it is desirable to have the figures in such arrangement as to minimize the amount of calculating to be done in a customer's presence when discussing gas bills. The following method of tabulating the daily percentages simplifies the determination of the correct percentage for any period of time.

December, 1924

Date	Per Cent Per Day	Total from 1st of Month	Total to End of Month
1	.61	.61	20.68
2	.53	1.14	20.07
3	.44	1.58	19.54
4	.47	2.05	19.10
5	.41	2.46	18.63
6	.43	2.89	18.22
7	.33	3.22	17.79
8	.46	3.68	17.46
9	.70	4.38	17.00
10	.67	5.05	16.30
11	.54	5.59	15.63
12	.47	6.06	15.09
13	.59	6.65	14.62
14	.66	7.31	14.03
15	.53	7.84	13.37
16	.51	8.36	12.84
17	.56	8.91	12.33
18	.61	9.52	11.77
19	.93	10.45	11.16
20	.99	11.44	10.23
21	.90	12.34	9.24
22	.77	13.11	8.34
23	.71	13.82	7.57
24	.93	14.75	6.86
25	.96	15.71	5.93
26	.76	16.47	4.97
27	1.04	17.51	4.21
28	1.04	18.55	3.17
29	.80	19.35	2.13
30	.67	20.02	1.33
31	.66	20.68	.66
	20.68		

January, 1925

Date	Per Cent Per Day	Total from 1st of Month	Total to End of Month
1	.66	.66	19.61
2	.61	1.27	18.95
3	.63	1.90	18.34
4	.70	2.60	17.71
5	.61	3.21	17.01
6	.63	3.84	16.40
7	.57	4.41	15.77
8	.63	5.04	15.20
9	.53	5.57	14.57
10	.60	6.17	14.04
11	.67	6.84	13.44
12	.69	7.53	12.77
13	.76	8.29	12.08
14	.73	9.02	11.32
15	.53	9.55	10.59
16	.54	10.09	10.06
17	.67	10.76	9.52
18	.67	11.43	8.85
19	.63	12.06	8.18
20	.54	12.60	7.55
21	.57	13.17	7.01
22	.66	13.83	6.44
23	.70	14.53	5.78
24	.51	15.04	5.08
25	.51	15.55	4.57
26	.74	16.29	4.06
27	.84	17.13	3.32
28	.79	17.92	2.48
29	.63	18.55	1.69
30	.56	19.11	1.06
31	.50	19.61	.50
	19.61		

Calculation of Annual Consumption From Monthly Bill

Suppose, for example, we are discussing a heating bill for the gas consumed from December 18, 1924, to January 18, 1925, and that 85,000 cubic feet of gas were consumed during this period. Referring to the tabulation of the daily percentages of a normal season's fuel requirements represented by each day, we find in the fourth column of the December, 1924, record that the percentage factor from the 18th to the end of the month was 11.77%. Similarly, in the third column of the January, 1925, record, we find that the percentage factor from the first up to and

including the 17th of the month, is 10.76%. The total factor, then, from December 18, 1924, to January 18, 1925, is 22.53%. Since the gas consumed during this period was 85,000 cubic feet, the expected annual consumption will be $85{,}000 \times \frac{100}{22.53}$ or approximately 378,000 cubic feet.

Cold Weather Figures Are Most Reliable

The early fall and late spring bills do not always give accurate results with this method. The inaccuracy is, undoubtedly, due to the variation in the ventilation and temperature requirements of the users during mild weather.

The season's estimates obtained from gas consumptions occurring during cold weather are quite accurate in spite of the fact that no correction is made for the effects of sunshine and wind velocity.

Cost of Carrying Temperatures Over 70 Degrees

One of the common causes for unanticipated fuel consumption in heating homes is that temperatures higher than 70° are occasionally maintained.

The average outside temperature during the heating season for Chicago is 38.0°. The average temperature difference as mentioned before is 32.0°. Since heat losses from buildings are directly proportional to the temperature difference between the inside and outside of the home, an increase in temperature difference of one degree will cause an increase in fuel requirements of about 3.1%. If a customer carries 75° instead of 70° the cost will be increased by about 15.5%. Similarly, a temperature of 80° in the home will cause an increase in fuel consumption of about 31%.

Estimating Monthly Bills in Letters

When a customer writes a letter of complaint on a high bill, we find it a most satisfactory practice estimating the total season's consumption in preparing a reply, and to outline the probable monthly gas bills for the remainder of the heating season. This method gives the customer the opportunity of studying the situation quite thoroughly and also gives him an outline of what to expect in the future. Another feature is that the customer is assured that his bills are in accordance with the estimate.

Policy Regarding Appliance Manufacturers

In the heating business, the same situation is developing that now occurs with the manufacturers of the more commonly used gas appliances, such as water heaters, ranges, etc. More makes of gas boilers and furnaces are already on the market than can be reasonably merchandised by any one gas company. The real problem is to select those makes that seem to be the best fitted for the conditions encountered in the potential market and, at the same time, not to discourage the other manufacturers in the field who have suitable appliance to offer. Much development is yet to be done and since the manufactured gas companies are doing most of the heating appliance selling and servicing in the territories they serve, they are in the best position to detect the shortcomings of the present equipment and direct the improvements.

The problem of competing for business with several manufacturers' agents whose appliances are not sold by the gas company is already a reality in the larger cities. This is a problem that should receive grave consideration on the part of the various sales managers and policies must be evolved that will produce an harmonious situation. Both the manufacturers and the gas companies are working toward a common end; that is, increased sales of gas for home heating. Those manufacturers who are not fortunate enough to be represented by the gas company should not be regarded as competitors, and all should receive the advantages of the gas companies' experience toward suggested improvements as well as the benefits of their service organization. No distinction based on make of appliance or where it was purchased should be made in rendering service to heating customers.

If gas heating is to progress as fast as we all hope to see it, we should profit by the mistake made by the oil burner industry in quarreling among themselves. Let us present the best side of gas heating to the public and help each other to correct our shortcomings.

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HOW TO CLEAN SAUCEPANS AND METALS

The Home Service Department of the Providence Gas Company furnishes the following useful hints:

To clean aluminum: Wash well in soap and water and then thoroughly rub with a leather. Do not use soda in the washing water. For occasional use a little whiting mixed to a paste with water is recommended.

Copper: Dip a halved lemon, from which most of the juice has been squeezed, into finely powdered cinders; rub well on the metal, rinse thoroughly, and rub up. Or use Noxon.

Iron: Iron saucepans should be cleaned as soon after using as possible. If greasy, put in soda and water and boil. If starchy food has been cooked in them, steep in cold water. Remove soot with an old knife, and clean inside and out with soap, using a brush dipped in powdered pumice. Rinse well in hot and cold water and allow utensil to dry in warm place, upside-down.

Enamel: Enamel pans should be steeped, the soot removed, and then washed with hot water, the burnt parts being removed by rubbing with a coarse flannel dipped in bon ami; rinse well and dry.

Brass: Immerse in strong hot soda and water, then brush well with soap; removed and pour boiling water over piece and let it steep two or three minutes. Lift out carefully and dry.

WINDOW DISPLAY ADVERTISING

That sells more gas to pleased customers

R. M. Martin

Display Manager, Consolidated Gas Company of New York

Whenever chickens are roasted on a revolving spit in a restaurant's window, people will stop to gaze, some with such wistful eyes—when pockets match—that is almost "cruelty tc adults." They come, linger and are finally replaced by others; but only as long as the display possesses all the elements of window display advertising.

Suppose the gas is extinguished, or the chef retires, or the chickens are taken down? The stage loses a vital element—and its audience. Experiment some time in front of a restaurant that offers this type of cooking to its patrons.

In the case of the gas rotisserie pictured, we all know the attention it would receive if placed in a window alone and "cold." At best, a few of the very curious might wonder what type of fireplace it was intended to fill.

Window display advertising must be made pleasing by the use of the best color, design, accessories and chatty copy possible. It should always possess some element of interest for everyone and thus form a relationship with every passer-by it has "stopped." Each person must go away with a feeling that his stop has been worth while. The appliance shown may have been entirely foreign to any contemplated needs, but the observer's interest has been aroused and he or she contracts the habit of always looking at the windows of the gas company—a habit that results in selling more gas and appliances.

As The Journal Views It

HUMAN INTEREST AND THE GAS INDUSTRY

A paper was read by Julie Pailet at the recent meeting of the Southern Gas Association which went on to show how one company is laying a solid foundation on which to build better public relations. Briefly the paper in question outlined the steps the particular company is taking to educate the children in general gas matters. To this end they have been conducted through the plants and other properties of the company, as well as being interestingly lectured to anent what the gas industry as a whole has done and is doing to further civic development and better living conditions. More, they have been impressed with the fact that gas plants and companies are manned and operated by human beings. In short, the human interest side of our industry is being driven home to the younger element of this community.

As we consider the question for the moment it is highly probable that the business of making and distributing gas has been woefully laggard as far as publicity of such a character is concerned—the human interest side of the industry. There is real and genuine romance in our particular line of activity, but it has never, perhaps, been properly called to the attention of the public. And there is doubtless a deep-seated reason for this state of affairs.

Much of a literary nature and otherwise has been written about the making of steel so that, as a result, the romantic and human interest side of this industry becomes progressively picturesque. One's imagination is deeply stirred by the sight of a Bessemer converter as it spouts skyward its fiery breath. More, the average man's blood quickens as he reads of his fellow creatures laboriously delving beneath the earth's surface for coal and other minerals. Every industry has been surrounded with the halo of romance, through the medium of publicity and literature—except the gas business. Speaking in a literary sense, save for Stevenson's admirable poetic effort centering around the humble lamplighter, our industry can boast of but little that has tended to weave a spell of romance about its activities.

From a romantic standpoint the "gas house" has more generally been associated with a place where brawls were frequent and gangs were wont to gather preparatory to a descent on some rival and equally tough faction. The deep-seated reason, alluded to, for this condition was probably of a political nature and nothing more need be said in this direction, except that our industry is now forever free from the banal influence of political entanglements.

In the past children have been inclined to associate a gas plant with places both dirty and malodorous. This effort that Miss Pailet's company is carrying on so actively and successfully is promising and cannot fail to awaken in young and plastic minds some romantic urge. They will unquestionably hearken to the fact that here is a mighty force that is continually advancing human comfort and civilization. Further, they will appreciate that it is a branch of endeavor that is carried on by real flesh and blood folks; one that contains the elements of romance to the fullest.

Gas companies who pursue such instruction to our younger element are building for future co-operation and good public relations that will be of inestimable value to the industry.

HOME DATA

It is a fact that many businesses calling on the home tenant for the purpose of selling goods are fortified with data of a very comprehensive nature. Accordingly, large book publishers know a good bit of the prospect's aptitude for books, how likely he is to buy and when, and about what price he can pay. The door-to-door stocking salesman likewise has his information, and so on.

The commercial side of the gas industry should ever be on the alert to compile similar statistics. These might include such items as to how many open fireplaces there are in a district, how prone a prospect is to buy new mechanical home equipment, capacity of certain people to buy appliances, whether a particular family has a cook, whether many families in a territory eat out extensively, and so forth. Much of such data can be gotten by company men whose business it is to enter a customer's premises.

INDUSTRIAL GAS LESSONS

IF IT'S DONE WITH HEAT YOU CAN DO IT BETTER WITH GAS

Lesson No. 167

Blue Water Gas

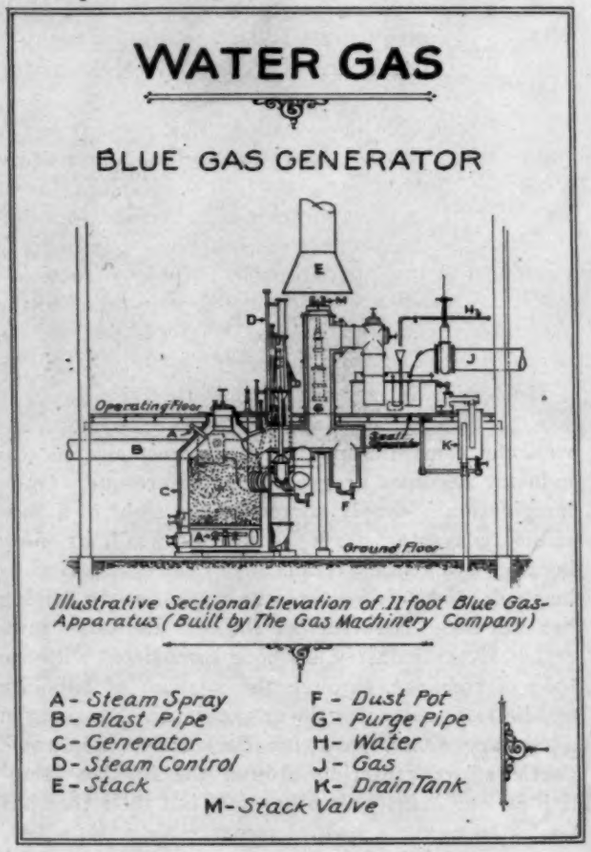
The generator is fitted with a blast connection as well as a steam connection, or rather there are two steam connections, one located at the bottom and the other at the top of the generator. The blast main is equipped with explosion doors, which are made of thin metal, so that they will give way first in case an explosion occurs, if blue gas were to leak past the valve into the blast main. It is an essential condition that the blast valves are made tight, so that the danger of such an explosion is minimized. The generator also has a connection at the bottom, known as the gas take-off, which leads the gas into the gas main. A set of hot valves which are located in the take-off pipe allow the flow of hot blue gas to be controlled in such a fashion that the gas is taken off from the top of the fire during the up-run and from the bottom during the down-run. A lever is also provided for the reversal in the flow of steam from top to bottom when the position of the hot valves is changed, this lever being connected with these valves and being automatically operated when they are moved.

Further Details on Equipment

It is thus evident that the generator is well-equipped for operation in two directions, that is the up-run and the down-run. We shall have further to say regarding the operation of the set and the importance of the reversal in the direction of the steam and air blast. It has been mentioned that there are two exits for the gas, and both of these lead into a single pipe. One of these exits is always open, and only one. It is therefore evident that a sort of three-way valve is required at this point. This is the aforementioned hot valve, and there may be one or more of them. Sometimes they are water-sealed. It should also be mentioned that beyond the hot valve there is a dust catcher which serves to catch the coke breeze, cinders and dust which is blown along with the blue gas out of the apparatus. These impurities are collected here and prevented from interfering with the action of the hot valves.

The gas main divides again beyond the dust trap and one branch leads up into the chimney and provides a passage for the escape of the blast gases, this exit being closed by the stack valve, which has been mentioned above. The other branch leads to the scrubber, where the end of the pipe dips under water. The water in the scrubber acts as a check valve, in that when the stack valve is opened water rises in the dip pipe and gases escape into the air. On the other hand, when the stack valve is closed, the water gas escapes under the end of the dip pipe, passes through the water and then on further into the purification system.

There is another important effect of the water in the water seal, and that is in cooling the gases. This action is accompanied by the evaporation of the water into the gases, and is found to be very effective. However, the fact that considerable quantities of water may be evaporated in this fashion and the volume of the gases materially increased makes it necessary to design the water seal in the proper fashion, so that too great a load is not placed on the purification plant.

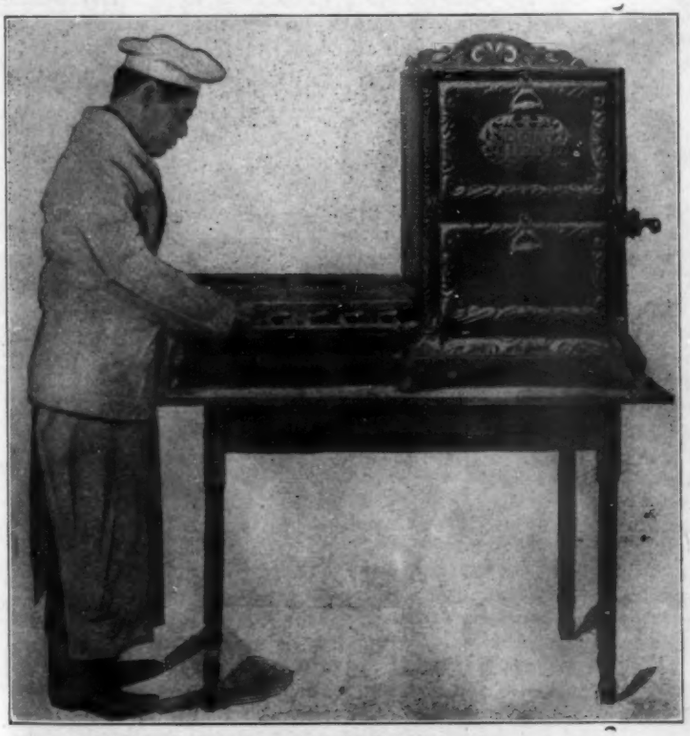


CABINET GAS RANGE INVENTED BY MRS. ALTEN S. MILLER

Inquiry at random revealed the fact that not many people within the gas industry, much less outside, knew that it was a woman who had designed one of the most convenient kitchen appliances ever invented—the cabinet gas range. That this woman is Virginia Miller, the wife of one of the most brilliant gas engineers in the country, Col. Alten S. Miller, vice-president of the Bartlett Hayward Company, valuation witness for our company in its rate case, and the inventor of Millergrip yarn which our distribution department uses, makes this information of personal interest to us.

Mrs. Miller is essentially a home maker. She gives the same thought and attention to the management of her household that her husband gives to his profession. The equipment in her home is modern and labor saving. It was probably her kindly thought for her help that was responsible for the idea eventually to mean so much to thousands of other home makers. One day, twenty-three years ago, Mrs. Miller was supervising the preparation of dinner. As she observed her cook literally floored before the oven, it occurred to her that baking would not be nearly so hard on the cook if the oven were beside the top burners of the stove instead of below.

Mrs. Alten S. Miller



The First Cabinet Range

She invited her husband into the kitchen that evening and, following her directions, Col. Miller placed the top of the range on an old kitchen table and lifted the oven from its lowly positin to one of equal rank beside the top burners, just as it is shown in the accompanying picture. The Miller household was delighted with the new arrangement. So were friends of the family, who immediately wanted a range like it. Col. Miller, who was then vice-president and general manager of the gas company in

Baltimore, asked Mr. Harry Hunter, later president of the Oriole Company, and at that time associated with the Estate Stove Company, to make up a dozen ranges, using Mrs. Miller's stove as a model. These were the first ranges of this type to be manufactured.

No profit for this invention has ever accrued to Mrs. Miller, for the idea was not patented, but was offered freely to the manufacturers of gas ranges. The nicety of enamel finish and the convenience of heat regulators have been added, but the model originated in Mrs. Miller's kitchen so many years ago continues to be one of the most popular in use today.—This and That in Gasland.

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PRIZES AWARDED IN COOKING LESSON CLASSES AT NORWICH

Over 200 guests and friends of members of the home service cooking class attended the food exhibit and bread baking contest in the final of a series of home service cooking lessons conducted by Gladys L. Peckham through the courtesy of the city of Norwich gas and electric department at St. Joseph's Church, No. 120 Cliff street. The $5 award in the bread baking contest, donated by Rev. S. A. Iciek, pastor, was won by Mrs. Mary Mileski, of 106 School Street, who was judged the winner by Mrs. John A. Moran, the judge. There were 42 exhibits entered, consisting of bread, pie, cakes and candy.

There were 110 members in the class, 87 of whom were presented certificates and 99 received recipe boxes with card file. Much interest has been shown in these cooking lessons, which were held every Monday evening at the church for the benefit of the parish members, as well as interested parties, who are not members of the church.

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MISS BARROWS DELIVERS LECTURE

The music hall of the Academy of Music was comfortably filled by the Home Economics Department of the Brooklyn Institute of Arts and Sciences recently. Miss Anna Barrows, of Teachers' College, Columbia University, who broadcasts over Station WEAF every Wednesday morning at 11 o'clock, delivered a lecture on "Home Economics—a National Need." The Federation of Women's Clubs of Kings County joined in the affair.

A demonstration in the art of cookery was given by Miss Ruth Soule and Miss Martha Louise Grant, instructors of the Home Service Department of the Brooklyn Union Gas Company. A model kitchen was erected on the stage and the women were very much interested in the instructions imparted by the young women from the gas company.

At the conclusion of the talk by Miss Barrows and the demonstration, a tea was served on the stage of the music hall and the audience was introduced to Miss Barrows.

Mrs. Frank Perkins, president of the Federation of Women's Clubs, presided at the affair and introduced the speaker.

A PIECE OF HARMFUL NEWSPAPER PUBLICITY

How a Gas Company Executive Handled an Editorial Based on Erroneous Premises

There recently appeared in a newspaper an editorial built around two cases of asphyxiation which alleged that public utilities were probably derelict in their duties insofar as exercising the proper safety measures on the consumers' premises is concerned.

Below is published the editorial in part and the able and conclusive answer to the same.

The Editorial

"DEADLY GAS PERIL

"Following the recent sad death of both a Staten Island lad of 14 and a girl of 20, his sister, as the result of accidental gas inhalation, a proposal has been made for an investigation of the subject of asphyxiation due to leakage of gas throughout the city. The proposition emanates from the Department of Water Supply, Gas and Electricity, and one cannot but wonder that such a departmental probe has not been thought of long ere this, for every winter has had its long list of fatalities, many attributable to heating devices of extremely dangerous type, as well as to faulty connections.

"The proposal, made to the Board of Aldermen, is now before the committee on rules of that body and should lead to very prompt action. The public utility companies take no cognizance of faulty or leaky connections beyond the meter, claiming that the responsibility devolves upon the house owner. They consequently fail to take measures for disclosing the causes of such leakage or for preventing loss of life.

"There is, of course, a burden of responsibility somewhere, but with utility companies unwilling to assume it, human life must be protected against this deadly gas menace. The resolution before the board is therefore to be earnestly urged, since it seeks to instruct the city department to make an investigation, ascertain the extent of leakages and the nature of defects and report with recommendations for relieving the situation with all convenient speed."

The Answer

"April 7, 1927.

"Staten Island Advance,
"West Brighton, S. I.
"Gentlemen:

"The writer of the editorial "Deadly Gas Peril," which appeared in your issue of April 4th, can be further advised than by my wire by reading the enclosed extracts from the Sanitary Code of the City of New York. The language is that of the City Administration and its Law Department, wherein the obligation of the landlord to his tenant in the matter of supplying safe and adequate gas piping is clear

and well defined. The courts have never experienced any difficulty in its interpretation, so that it cannot be said they are not effective.

"(Sanitary Code, Amendment No. 153-1926, Section 277, 'Plumbing and Gas Piping to Be Kept in Good Order and Repair';

Section 344. 'Flexible Gas Tubing, term defined; registration required; sale and use regulated'.)

"It would be of interest to know what penalty, if any, the Department of Water Supply, Gas and Electricity, or the Board of Aldermen, can prescribe that our municipal courts cannot impose when action is brought by the Board of Health for violations of the provisions of the Sanitary Code.

"During 1926, 12,225 unsolicited house-to-house inspections were made on the premises of our consumers for the very purpose of establishing an 'irreducible minimum' in the way of hazards on consumers' premises due to faulty or improper adjustment of gas appliances, faulty piping, and conditions of like character—in striking contrast with your expressed thought that the gas companies 'fail to take measures for disclosing the cause of such leakage or preventing loss of life,' 2,480 additional inspections of like character were completed between January 1 and March 25, 1927.

"The character and effectiveness of this service is found in our files, which show that our Mr. John Decker visited the premises of the Staten Island Advance on August 6th, examined the condition of the gas company's service pipe and meters, all of which were found to be in good condition. Your meters were found to be located on the back wall of your cellar. One bears the 1921 and the other the 1926 seal of the Public Service Commission. The size of your fuel lines were found to be three-quarter inch. The size of your house riser one and one-half inch. The equipment reported is as follows: 1 gas water heater of the tank type; gas burning equipment on 8 linotype machines, 3 melting pots, 2 gas arc lights; 2 gas heaters and 1 Elrod caster (an automatic machine used by printers for molding and cutting column rules and slugs, wherein a gas burner keeps metal in pot liquid and at a working temperature). Sixty-five minutes were spent on your premises examining your equipment. Upon his entry to your premises, Mr. Decker detached and handed to your representative a stub taken from his inspection card, which reads:

"'This inspection is made in your interest as well as our own. The bearer will remedy ordinary gas-service troubles (exclusive of family house pipes and gas fixtures), and adjust Welsbach burners, gas range and appliances. He will show you how to read your gas meter—which you should do.

"'Any service rendered herewith is gratuitous. There is no obligation on either side. Please take full advantage of it, for the reason that if the results obtained prove satisfactory we desire to continue the practice uninterruptedly.

"New York and Richmond Gas Company.'

"Faulty house piping, fixtures and appliances found—if not capable of immediate adjustment and repair—are brought to the attention of the occupant of the premises whether owner or tenant. Where the premises are not occupied by the owner, the tenant is requested, in his own interest, to bring our report to the attention of the owner, indicating our willingness to co-operate to the fullest extent in pointing out just what should be done to correct the shortcomings found and reported. We are always willing to do this work at cost. In chronic cases we have offered to bear one-half the expense.

"Upon the completion of Mr. Decker's work your Mr. Benjamin E. Lyons signed his inspection card.

"Two asphyxiations in one home in West Brighton and another asphyxiation in Stapleton probably influenced the writing of the editorial. On this our records show that our Mr. Charles Rivers, who is engaged in the same class of work as Mr. Decker—that of going from house to house inspecting gas equipment—completed his work on Forrest Avenue in October, 1926. The house in which the recent asphyxiation occurred was probably under construction at that time, for our records show gas first installed in the premises on December 29, 1926, after the building and its equipment had been inspected by the City of New York, Bureau of Buildings, Borough of Richmond, and a 'certificate of occupancy' issued by that department. The type of gas equipment at that time found within the home cannot be found on our sales floor, nor in the salesrooms of our local friends who sell gas equipment and are guided by our judgment in the selection of a line of appliances.

"Upon the asphyxiation which took place in Stapleton the enclosed letter of appreciation, directed to the company by the family of the deceased, is self-explanatory. We regret the necessity of intruding upon a bereaved family to the extent of making its communication known to you. Beyond that we would thank you to consider the letter confidential.

"I would be content with my previous advice, namely, that past advertisement of the company and news items of the Advance were in conflict with and contradict your editorial, were it not for a communication this day received from Charles W. Person, secretary of the publicity and advertising section of the American Gas Association, 342 Madison Avenue, New York, enclosing a copy of your editorial and with comments that "It would be a good idea to tell the editor a thing or two about the safety work that gas utilities are doing"; for I know full well your willingness to correct errors which creep into your business as well as our own. Beyond that I can say without fear of contradiction that the gas companies in the City of New York have experienced more co-operation from Commissioner Harris of the Health Department of the City of New York and his experienced associate, Joseph N. Lonergan, sanitary adviser, in the past twelve months than ever before in the history of the department. Mr.

(Continued on page 449.)

PROGRESS IN GAS TECHNOLOGY
Domestic and Foreign

REACTIVITY OF COKE

WHEN semi-coke, which is produced at a temperature of 500 degrees C., is subjected to higher temperatures, its reactivity, as determined by the Baehr method, decreases, the decrease being particularly marked for superheat temperatures exceeding 800 degrees C. This is due to deposition of graphitic carbon on the coke surface, owing to decomposition of methane. On the other hand, the reactivity is practically unaffected by subjecting the coke for a prolonged period to the same temperature as that at which it was produced. The degree of decomposition of coal gas by heat depends on the temperature, gas velocity and concentration, surface area of the reaction chamber, and nature (particularly content and composition of ash) of the coal carbonized. The physical form in which the carbon is deposited depends largely on the nature of the hot decomposing surface. The reactivity of coke is enhanced by the presence of manganese dioxide and iron, but depressed by alumina and, slightly, by silica. The introduction of steam during carbonization is advisable, in that it greatly reduces the deposition of carbon on the coke, thus rendering the latter easily combustible, and also protects the gas from the catalytic action of the ash. Brennstoff Chemie, 1927, volume 8, pages 37 to 41.

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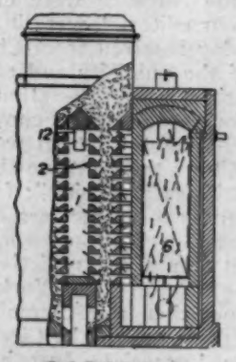
PRODUCER GAS OF HIGH MONOXIDE CONTENT

PRODUCER GAS, which is rich in carbon monoxide, is obtained by passing carbon dioxide through a retort which contains semi-coke at a



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temperature of 750-850 degrees C. The semi-coke is obtained by distillation at 400-800 degrees C., preferably by internal heating and the coke or the gas or both may be preheated to the required temperature. The gas, for example combustion products, passes through a heating chamber 6 into a retort 1 with baffles 2, and after traversing the mass of semi-coke escapes as carbon monoxide through an outlet 12. The resulting gas may be re-circulated.

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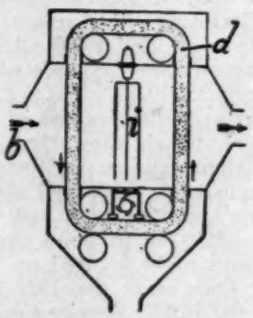
ELECTRICAL PURIFICATION OF GAS

THE gases which are to be purified enter the purifier at b (see the accompanying figure) and are then first drawn through the lower portion of ring d, which acts as a mechanical shock



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filter. This results in the precipitation of the coarse particles of dust in the gas. Then the gases pass through the spray electrode i and then reach the upper portion of the ring, which acts on them as a precipitating electrode. German Patent No. 435,574.

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DISTRIBUTING PROBLEMS

VARIOUS important distribution problems are discussed in the article that is published in Gas, March 30, 1927, pages 200-2. A method of removing naphthalene and preventing naphthalene stoppages is by saturating the stream of gas with a suitable petroleum oil, atomized in a steam-heated vessel, and also treating the gas prior to storage or distribution. The oil that is suitable for this purpose must have low vapor tension, moderately high boiling point and cheapness. The oil that is most suited for this purpose is the one that, when atomized, in the stream of gas, will be carried forward in the form of minute particles of liquid. Tests were made with the following mixtures, which were allowed to stand for five days.

Paraffin oil was poured slowly into an equal volume of gas oil taken from stock. Two layers were

formed, and slight diffusion took place. Gas oil was then poured slowly into an equal volume of paraffin. Again two layers were formed which did not appreciably diffuse. Equal volumes were then shaken together. The diffusion was complete and permanent. This mixture was then used in the atomizer. The results obtained indicated that the spraying mixture required eleven per cent by weight of naphthalene for saturation. The sample from the drip pot required three per cent by weight of naphthalene for saturation. This indicated that the oil deposited in close proximity to the atomizer was 72.7 per cent saturated with naphthalene.

The question of internal corrosion of gas mains and consumers' meters was also discussed. Tests indicated that this was marked in certain instances. It was also developed that carbon monoxide is a possible cause of internal corrosion.

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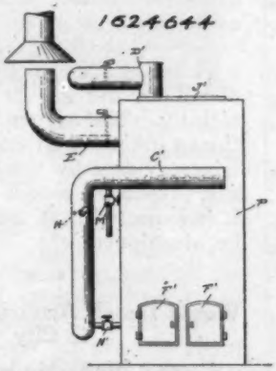
COMBINATION GAS GENERATOR

COAL and water gas are generated by admitting air for blasting at an intermediate level to a body of coal contained in each of two generators, and thereby heating the fuel to incandes-



cence. The blast gases are passed downwardly and into corresponding regenerators, and additional air is added for the combustion of the blast gases therein. Steam is alternately admitted thereafter to one of the two generators at the same level at which air was previously admitted. The steam is passed downwardly through the incandescent fuel to form water gas, and the water gas passes into and up the adjoining regenerator, across, and down the second regenerator. The water gas is thereby superheated and the superheated water gas is passed into the second regenerator, and then upwardly through a body of fuel having a layer of uncarbonized coal to a gas outlet above the coal, whereby mixed coal and water gas is produced. U. S. Patent No. 1624644.

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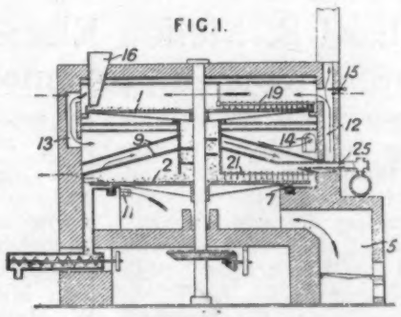
LOW TEMPERATURE CARBONIZATION

IN low temperature carbonization apparatus the powdered material is fed from a hopper 16 on to one or more rotary pans 1 and is dried by direct contact with hot gases, the residue passing to a succeeding pan (or pans) 2 enclosed in a casing 9 and heated externally to a carbonizing temperature, the distillates escaping by an outlet 25. Hot gases from the furnace 5 circulate below the pan 2 which has a gas-tight seal 7 and pass through flues

FIG.I.



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11 into the space between the casings 9 and thence into a flue 12 and to above the pan 1. A flue 13 leads the hot gases back below the pan 1 and they escape into the chimney by an opening 14. A damper 15 controls the proportion of gases passing over the pan 1. The pans are provided with scrapers to propel the material from the periphery to the center or vice versa and with rakes 19, 21 to break up agglomerations. British Patent No. 263,197.

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A PIECE OF HARMFUL NEWSPAPER PUBLICITY

(Continued from page 447.)

Lonergan is known to all of our local magistrates and court attendants by reason of his frequent appearance as an expert witness for the City of New York in the prosecution of violations of the Sanitary Code. When Lonergan's day's work ends, his night work begins. The editorial referred to is just as unfair to the Health Department of the City of New York as it is to this company and to the gas industry at large.

"Very truly yours,
"WM. J. WELSH,
"President."

The above case demonstrates, exceptionally well, an important point in public relations technique with respect to the handling of "harmful newspaper publicity."

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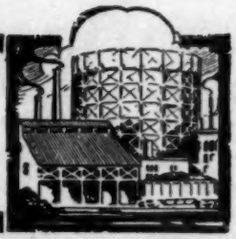
FACTORY-MADE GASOLINE

Huge quantities of oil must be imported by France and Germany from America and the Far East to supply a demand which cannot be met by the petroleum fields of Southeastern Europe. Chemists in France and Germany are striving to produce synthetic petroleum derivatives in factories. Oil is of such political importance that Great Britain, France and Germany are aiding research chemists in converting coal or coal gas into satisfactory motor fuels.

NEWS OF THE GAS INDUSTRY



Richard B. Mellon Elected Director of United Gas Improvement Company

Richard B. Mellon, president of the Mellon National Bank of Pittsburgh, was elected a member of the board of directors of the United Gas Improvement Company on April 22nd. He was chosen by the board to fill a vacancy caused by the resignation of Morris W. Stroud, president of the American Gas Company.

Upon approval by the stockholders at the annual meeting to be held on May 2nd of an amendment to the by-laws, providing for the election of additional directors, Samuel T. Bodine will be elected a member of the board, Arthur W. Thompson having become ex-officio a director when he succeeded Mr. Bodine as president.

Mr. Stroud, as president of the American Gas Company, has moved his office to the U. G. I. building, Broad and Arch Streets, where he will be in daily touc' with the affairs of the company and the United Gas Improvement Company.

Sketch of Mr. Mellon's Life

Richard Beatty Mellon was born in Pittsburgh March 19, 1858. His parents were Judge Thomas and Sarah Jane Mellon. He was educated in the public schools of Pittsburgh. Mr. Mellon married Jennie King, of Pittsburgh. They have two children, Sarah Cordelia Mellon and Richard King Mellon, cashier of the Mellon National Bank.

In 1877 Mr. Mellon, together with his brothers, Thomas A. and James Ross Mellon, became active in the construction of the Ligonier Valley Railroad from Latrobe eastwardly to the Somerset County line in Westmoreland County.

Soon after the completion of the railroad Mr. Mellon became a member of the banking house of T. Mellon & Sons, Pittsburgh, which continued until the retirement of Judge Mellon in 1886. In 1902 the Mellon National Bank was incorporated, Andrew J. Mellon becoming president. The capital and surplus of this bank is now $15,000,000.

In March, 1921, when Andrew W. Mellon was appointed Secretary of the Treasury, his brother, Richard B. Mellon, was elected to the presidency of the Mellon National Bank, and has served in that capacity ever since.

On December 17, 1917, Mr. Mellon was appointed a director of the Federal Reserve Bank of Cleveland, Ohio.

Mr. Mellon's home is at 5600 Fifth Avenue, Pittsburgh. He has a summer residence at Southampton, Long Island, N. Y.

Among the banks, companies and institutions of which Mr. Mellon is a director are: Mellon National Bank, Federal Reserve Bank of Cleveland (Pittsburgh Branch), Pittsburgh Clearing House Association, Union Trust Company of Pittsburgh, Aluminum Company of America, Chicago By - Product Coke Company, Koppers Company, Mellon Institute, Pennsylvania Railroad, Westinghouse Air Brake Company and Westinghouse Electric and Manufacturing Company.

* * *

Long Beach Gas Supply

Long Beach.—Long Beach and Island Park are now receiving all their gas illumination from the plants of the Queensboro Gas and Electric Company, which recently took over the entire holdings of the Nassau and Suffolk Lighting Company. The local companies affected by the change are the Long Beach Gas Company and the Queensboro Gas and Electric Company of Island Park. The name of the Nassau and Suffolk Company has not been changed.

TO PIPE GAS TO DENVER
Oil Companies Plan $22,000,000 Pipe-Line From Texas

Denver. — Arrangements have been completed to pipe natural gas from the Panhandle field of Texas to Denver, a distance of about 400 miles, through the signing of a provisional contract by the Standard Oil Company of New Jersey and the Prairie Oil and Gas Company with the Public Service Company of Colorado, a subsidiary of the Cities Service Company. According to Denver advices this project calls for the construction of a gas line between the Panhandle and Denver at an estimated cost of $22,000,000. The Standard Oil Company of New Jersey and associates are to be responsible for the construction of the line.

Public Service of Colorado is to distribute the gas in Denver and vicinity. The agreement is conditioned upon the granting of a satisfactory rate by the City of Denver. If such a rate is not granted, it is expected that the project will be abandoned.

* * *

Would Install Artificial Gas Plant in City

Poplar Bluff, Mo.—At a recent meeting of the board of directors of the Chamber of Commerce, a letter was read from the Northern Utilities Company of Chicago which made inquiry as to whether or not the city council would entertain a proposition to grant the company a franchise to install an artificial gas plant here with the idea of manufacturing the product for light and fuel.

The company proposes to place Poplar Bluffs on a circuit of towns in which they propose to install similar plants. The company would agree not to tear up any paving or sidewalks in laying gas mains, as the pipes would be laid through alleys and would enter houses at the rear and, where necessary, would be placed under paving by pipe-pushing machinery.

Horace Clark Elected Vice-President of the United Public Service Company

The many friends of Horace H. Clark will be interested to know that on May 1 he will leave the Peoples Gas Light and Coke Company, after nearly twenty years of service, to become vice-president in charge of sales of the United Public Service Company, with

Horace H. Clark

headquarters at 100 West Monroe Street, Chicago.

The United Public Service Company is a holding company which controls public utilities in a large number of cities throughout the Middle West, selling a diversity of service, including gas, electricity, water and ice. At present about ninety cities in Indiana, Ohio, Arkansas, North and South Dakota, are served with gas or electricity, or both, and some twenty-five cities in Louisiana, Tennessee, Texas and Mississippi are served with ice.

Mr. Clark has had a wide experience in the public utility business. After graduating from the University of Missouri School of Mines in 1905, he worked in various capacities for the Laclede Gas Light Company of St. Louis, in the electrical and gas operating departments. Since 1908 he has been with the Insull interests (Public Service Company of Northern Illinois, The Peoples Gas Light and Coke Company, and others) in several important positions. Until 1916, in engineering and operating departments. Since 1916, in sales work. During the last few years he has also done consulting sales work for such companies as Laclede Gas and Electric Company, Columbia Gas and Electric Company, Illinois Power and Light Company, United Light and Power Company, and others. For the past eleven years he has specialized in sales promotion work in its many phases and will apply this broad experience to advantage in his new position.

Convention Calendar

May

5-7—Missouri Association of Public Utilities. Location to be selected later. F. D. Beardslee, secretary, 315 North Twelfth Street, St. Louis, Mo.

6-7—Pacific Gas Association. Northwest Regional Conference, Hotel Davenport, Spokane, Wash. Clifford Johnstone, secretary, San Francisco.

9-11 Natural Gas Association of America. Annual meeting, Cincinnati, Ohio. Guy F. Batchelor, secretary, 904 Oliver Bldg., Pittsburgh, Pa.

19-21—Indiana Public Utility Association. Annual meeting Gas Section, French Lick Springs Hotel, French Lick. E. J. Burke, secretary, 1270 Peoples Gas Bldg., Chicago, Ill.

25-28—New York Regional Sales Conference. Annual meeting, Lake Mohonk Mountain House, Lake Mohonk, New York.

31 & June 1—American Gas Association. Production Conference of Technical Section, Detroit, Mich.

June

16-17—Canadian Gas Association. Annual convention, King Edward Hotel, Toronto, Canada. G. W. Allen, secretary-treasurer, Toronto.

21-22—Empire State Gas and Electric Association. Annual meeting, Commercial Section, Elmira, N. Y.

July

5-7—Michigan Gas Association. Annual convention, Grand Hotel, Mackinac Island, Mich. Albert G. Schroeder, secretary-treasurer, Grand Rapids, Mich.

Northampton's New Hotel Has All Gas Kitchen

The Hotel Northampton, at Northampton, Mass., opened up for business April 18. One of the interesting features of the hotel is the modern kitchen in the basement. All the cooking is done with gas. The gas equipment is the last word in hotel equipment, consisting of four 4-section hotel ranges, one combination broiler

Hotel Northampton

and roaster, one gas-fired bake oven, one doughnut cooker, two gas griddles and two short order stoves. The gas for this equipment is supplied through a four-inch service.

* * *

WESTERN GAS GETS NEW CONTRACT

Order Also Received for Valves and Lifts

Fort Wayne, Ind.—The Western Gas Construction Company of this city has received a contract for the installation of two A-B-C cone bottom self-clinkering generator grates for the two 11-foot water gas machines at the Minneapolis Gas Light Co. of Minneapolis, Minn. These self-clinkering generator grates are expected to be in operation some time this summer.

The Western Gas Construction Company, Fort Wayne, Ind., recently received an order from the Portland Gas and Coke Company of Portland, Ore., covering a lot of outside and inside screw valves, blast valves with hydraulic lifts and bevel gear valves with floor stands. The following are some of the sizes included in this lot: 48-inch, 36-inch, 30-inch, 24-inch, 16-inch, etc.

PRESIDENT OF U. G. I. REPORTS PROSPEROUS YEAR

Total Earnings for 1926 Over Eleven Million Dollars

Philadelphia. — Systematic and economic management of public utilities, increased earnings and investments, and consolidations and mergers of properties, wherever practicable, are emphasized by Arthur W. Thompson, president of the United Gas Improvement Company, in the forty-fifth annual report to the stockholders for the fiscal year ended December 31, 1926, made public last night. It is the first report submitted by Mr. Thompson, who became president of the U. G. I. last September, succeeding Samuel T. Bodine, who was elected chairman of the board of directors.

"This report," said Mr. Thompson, "indicates a year of prosperity for the company which was enjoyed to a large extent by nearly all of the controlled companies and those in which your company has capital invested."

The total earnings of the U. G. I. for 1926 were $11,062,810, an increase of $1,070,059 over 1925. Profit, excluding the operation of the Philadelphia Gas Works, amounted to $9,098,007, an increase of $581,875. Dividends on common stock were $6,516,888, an increase of $1,034,805. The balance to undivided profit account was $2,825,725, an increase of $206,131. Net profits for the year were $9,342,613, an increase of $1,240,937. The company earned 11.11 per cent return on average capital stock outstanding during the year, against 11.87 per cent in 1925.

* * *

Herman Horstman Transferred to Peru, Ind.

Indianapolis. — Herman Horstman, superintendent of distribution of the gas plant of the Northern Indiana Public Service Company in Logansport, Ind., for two years, has been transferred to succeed E. N. Gilbert as manager of the Peru (Ind.) division of the company. In addition to his new position, Mr. Horstman will retain his duties as superintendent of the Peru Gas Plant of the Northern Indiana Public Service Company, which he held while in Logansport.

American Gas Assn. to Have Large Furnace Display at Annual Meeting of American Society for Steel Treating—Exhibit to Be a Working One

New York.—The American Gas Association has leased approximately 15,000 square feet of space to provide for a gas exhibition at the annual meeting of the American Society for Steel Treating, to be held in Detroit, Mich., in September.

An especially desirable location in the exhibition hall has been secured, and it is expected that the results realized will surpass even those of the gas exhibit at the 1926 meeting of the Society at Chicago, Ill.

No stock equipment will be shown, and important gas furnaces will have to be built on the location. The entire exhibit will be a working one, capable of heat treatment on a production tonnage basis. This is following closely the method used at Chicago last September, when the exhibit was capable of handling all the heat treating requirements of a plant the size of the West Pullman Works of the International Harvester Company.

The following is the committee of the Industrial Gas Section of the A. G. A. that has charge of the exhibit: Chairman, D. W. Chapman, the Peoples Gas Light and Coke Company, Chicago, Ill.; vice-chairman, A. M. Apmann, Consolidated Gas Company of New York; Hale Clark, the Detroit City Gas Company, Detroit, and R. G. Guthrie, the Peoples Gas, Light and Coke Company, Chicago.

* * *

City Makes No Objection to Sale of Bonds by Citizens Gas Co. of Indianapolis

Indianapolis.—John W. McCardle, chairman of the Indiana Public Service Commission, has heard evidence in support of the application of the Citizens Gas Company of Indianapolis for permission to sell $121,000 in bonds. The proceeds from the sale of these securities are to be used to reimburse the company's treasury for improvements and betterments. The city made no objection to the proposal.

HUNNEWELL A VICE-PRESIDENT

Manager of Electric Light Company Chosen by Directors of Lowell Gas Light Co.

Lowell.—In a recent interview, Austin K. Chadwick, president of the Lowell Gas Light Company, made known the fact that at a meeting of the board of directors John A. Hunnewell of this city was elected an additional vice-president, to have immediate advisory charge of all non-technical functions of the company. The directors believe that Mr. Hunnewell, because of his long term of service in the Stone & Webster organization, will at once be of great assistance in putting into effect the basic policies and established methods of that organization in its management of the gas company's affairs.

* * *

Industrial Appliance Co. Opens Branch Offices in Providence, New Haven and Albany.

The Industrial Appliance Company of New England announces the opening of branch offices in Providence, New Haven and Albany.

Mr. F. L. Drowne will be in charge of the Providence office, at 44 Franklin Street.

Mr. J. W. Philbrook will be the New Haven representative, with offices at 30 Whitney Avenue.

Mr. E. E. Bangs will be the Albany representative, with offices at 39-41 Columbia Street.

These offices are devoted to the exclusive sale of Bryant Heater & Manufacturing Company equipment.

* * *

Shelbyville to Sell Plant

Shelbyville. — The Central Illinois Public Service Corporation has applied to the Illinois Commerce Commission for permission to buy the property, rights and assets of the Queen City Gas Company, at Shelbyville, for a price of $36,500.

In their petition the Central Illinois Public Service Company also sought permission to do a general gas business at Shelbyville, should the pending purchase be approved.

Half Mile of 16-Inch Steere Steel Pipe Ordered for Toronto Company

Toronto.—Half a mile of 16-inch Steere steel pipe with welded sleeve and expansion type joints has been ordered by the Consumers Gas Company of this city from the Semet-Solvay Engineering Corporation of New York. The pipe will be used to build two mains for carrying gas across the Don valley and will be supported on a new bridge 1,300 feet long, which is being built to connect Leaside and East York. The lines will be fastened to the floor beams by hanging bolts.

Engineers have estimated that the bridge and the pipe line will be about 11 inches longer in summer than in winter, due to the expansion which takes place in metals under varying temperatures. This consideration must be met in the gas main in a manner that will allow for expansion and contraction without causing the line to leak. For this purpose each line will be equipped with four Steere expansion joints. One will be at either end and those out in the middle will be located over culverts to make them readily accessible for occasional inspection.

The joints will be of cast steel and packed with graphited asbestos. The installation will permit a total expansion up to 20 inches, thereby giving the structure a leeway almost double that required.

This is the second line of Steere pipe to cross the Don River. The first went into service at the Gerrard Street bridge in 1925.

Gas Pipe Line to Be Laid to Egg Harbor

Mays Landing.—With the 12-mile pipe line from Pleasantville to Mays Landing nearly completed, the Atlantic City Gas Company plans to continue the extension from here to Egg Harbor City and down the White Horse pike to Absecon. Another branch will be run from Mays Landing to Somers Point and a third from here to Tuckahoe.

The company recently bought out the Enterprise Gas Company at Egg Harbor City, and will serve the several communities in this section by means of high pressure on the two lines out of Pleasantville and Absecon, dismantling the plant at Egg Harbor City.

* * *

Semet-Solvay Engineering Corporation Installing Gas Making Equipment in New Britain

New Britain, Conn.—Gas consumers of this city will soon be supplied with fuel from a completely new modern water gas plant. This machine, which is being built for the New Britain Gas Light Company by the Semet-Solvay Engineering Corporation of New York, will produce 3,000,000 cubic feet of gas a day.

Beginning with the system of feeding fuel to the generator by a patented Steere charging machine, the making of gas will be completely automatic. The method of supplying coal or coke to the fuel bed is of particular interest. The charger is designed to distribute fuel in such a manner as to place it exactly in whatever part of the grate it is most needed.

Another advanced feature will be the spraying of water into the superheater, instead of process steam, thereby reducing, by one-half, the need of making this steam for production purposes.

The present equipment will be kept in readiness for reserve and excess supply of gas.

* * *

Petition Filed for Extending Mains in Greenpoint

Albany. — The Eastern New York Utilities Corporation today filed petition with the Public Service Commission for permission to extend its gas mains on the east side of Paul Avenue between Union Turnpike and Columbia Turnpike in the town of Greenport, Columbia County, adjacent to the city of Hudson, and for the exercise of rights and privileges of a franchise granted by the town board.

A public hearing will be held on this application.

GAS MAIN OF 70 YEARS AGO ENDS ITS SERVICES

Recalls Interesting History of Time When Nail and Pipe Mills Were There

Bridgeton.—There is a bit of history that is repeating itself in Bridgeton right now, and the scene is Washington Street. Seventy years ago Washington Street, down by the creek, was a hive of industry. It was an industrial center and today that is again coming true.

Seventy years ago the Bridgeton Gas Light Company placed a gas main down that street, then not much more than a path or wagon trail, and today they are busy placing down a larger main because of the growth of industries on Washington Street. The new Morvay factory is the reason for the larger gas main.

Seventy years ago the Cumberland Nail and Iron Works was in full swing, having factories on both sides of the street, and a gas main was placed on the street to supply the factories. The gas main was manufactured by the factory and today it still is in good condition, but is not large enough to supply the demand that will be made when Morvay & Sons Company commence to operate.

* * *

Utilities Valuations Show a Few Changes

Indianapolis. — Valuations fixed by the State Board of Tax Commissioners yesterday on a number of utilities operated in Indiana show several reductions and one or two increases over the valuation fixed last year. The valuations are: Indiana Pipe Line Company, $3,860,000; 1925, $4,330,850. Franklin Telephone Company, Franklin, $85,455; no change. Winona Railway Company, Warsaw, $374,030; 1925, $287,208. People's Service Company, Connersville, $120,000; 1925, $94,000. Indiana-Ohio Public Service Company, Winchester, $234,000; 1925, $229,050. Interstate Telephone Corporation, Union City, $83,215; 1925, $81,279. Logan Gas Company, Logan, O., $240,000; 1925, $266,500.

Marion E. Stark Takes Leave of F. R. Gas Company

Fall River. — Marion Elizabeth Stark, who since September, 1924, has been supervisor of the home service department of the Fall River Gas Works Company, and who resigned some time ago, was given a farewell at the main office of the gas company.

C. C. Curtis, vice-president and manager, gave a short farewell talk, thanking Miss Stark in behalf of the company for her services both to the company and to the people of Fall River. He expressed his regret that she was leaving and wished her every happiness.

Miss Stark responded, telling of the pleasure she had derived from organizing the home service department and directing its work for the past two and one-half years.

Miss Emily Howe Gregory, S. B., a graduate of Simmons College, who has served as Miss Stark's assistant during the past two years, has been named acting supervisor of the department.

Miss Stark, whose name in private life is Mrs. Milton I. Dexter, will devote her full time to her home at 65 Shawmut street.

Electrical Engineers' Visit to New Coal Gas Plant at Stamford

Members of the Connecticut section of the American Institute of Electrical Engineers made an inspection of the new coal gas plant of the Stamford Gas & Electric Company, Stamford, Conn., on April 15th.

The new coal gas plant is equipped with Glover-West Continuous Vertical Retorts, together with the necessary condensing, tar extracting, washing and purifying equipment. The contract covering the entire work was given to the West Gas Improvement Company, Inc., New York, in the middle of January, 1926, and by the end of the year gas making commenced.

The carbonizing plant has a nominal capacity of 1,000,000 cubic feet of gas per day, a capacity which in actual working is being exceeded by between ten and twenty per cent.

An attractive brochure describing the new coal gas plant was given to each member of the Connecticut delegation of engineers who inspected the plant.

Contract Awarded Koppers Company for Becker Type Gas Oven Plant at Waukegan, Ill.

The North Shore Coke and Chemical Company, an organization headed by Mr. William A. Baehr, of Chicago, will install a Becker Type Gas Oven Plant at Waukegan, Ill. The plant, for which a contract has been awarded to the Koppers Construction Company, will consist of 31 Becker type combination coke and gas ovens and a complete by-product recovery plant, including equipment for the recovery of ammonia as sulphate.

This plant will have a normal send-out of 3,000,000 cu. ft. of gas per day. The entire gas output will be distributed by the North Shore Gas Company at Waukegan.

* * *

Fort Lauderdale Gas Plant Sells Bonds

Fort Lauderdale. — The Fort Lauderdale Florida Gas Company has sold an issue of $375,000 worth of bonds and will proceed with the completion of its plant here and laying of nineteen miles of pipe, according to C. E. Glasser, treasurer of the company. The plant will be operated and will be delivering gas to consumers here within a month or six weeks. All gas-making machinery has been delivered on the ground. The plant will have a capacity of 850,000 cubic feet daily.

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Rates for Installation of Gas Pipe Reduced

Indianapolis.—A schedule of reduced rates for installation of service pipe in Indianapolis was filed by C. L. Kirk, vice-president and general manager of the Citizens Gas Company, as a supplement to a reduced gas rate fixed by the public service commission several weeks ago. The new service rates show a reduction ranging between 5 and 15 cents per lineal foot on installing service pipe, the amount of the reduction depending upon the size of the pipe and the season. The schedule was filed with Howell Ellis, commissioner, who made a study of conditions at local gas plants prior to the reduction in gas rates.

Southwestern Gas Meter Short Course April 5, 6, 7, 1927

The Fourth Annual Southwestern Gas Meter Short Course, given at the University of Oklahoma, Norman, has just completed its most successful year. The attendance was approximately 300 students. Ten states were represented. The feature of the school this year was the publication of a 325-page bulletin covering the course of 1926. Nothing of like nature has ever been published and it contains some valuable tables and information on equipment used in the gas industry.

The school was divided into sections: an elementary section for consumers and beginners, a section for the natural gasoline men, and a section for meter men and plant operators. (It has been suggested that a division be made for executives so they can get back to the fundamentals and learn about a few of the details connected with the business.) Each section held its own classroom and this method of instruction proved very effective. An examination was given at the end of the course.

The school is one of intensive training and is in no sense a convention. For that reason some of the features which are tending to condemn conventions are not present. Leading engineers in the industry and members of the engineering faculty at the university acted as instructors. Some of the very latest improvements in equipment were shown at the school, the men enrolling thereby getting to see it before it is displayed at the national conventions. A nominal registration fee of $3 was charged to take care of a banquet and the expenses of other school features.

Professor G. B. Helmrich of the School of Mechanical Engineering was director of the course, and J. H. Baxter of the Oklahoma Gas & Electric Company of Oklahoma City was chairman of the committee on arrangements.